






EFMA 2020 highlighted innovation

Fidelidade nominated for International Award

Lisbon, May 22, 2020 - Fidelidade is the only Portuguese company nominated for international awards - EFMA 2020 - dedicated to highlight innovation in the insurance sector.

The fifth annual EFMA - Accenture Innovation in Insurance Awards 2020, which will take place virtually on June 17, highlighted Fidelity at a global level in the "Global Inovator Company" category, for innovation in the insurance sector, and in the "Product & Service Innovation" category for pioneering the "**Just in Case**" app.

Available for iOS and Android smartphones, the [Fidelidade Just in Case](#) app helps travellers prepare and plan their journeys by providing access to on-demand travel insurance and assistance features:

-  Customizable and group checklists;
-  Tips and suggestions on destinations;
-  Free 24/7 traveler support;
-  *On demand* travel insurance;
-  Traveler's medical check-up.

To Sérgio Carvalho, Fidelidade's marketing director, "the nomination for two categories of the EFMA 2020 award rewards, not only in the national context, but also internationally, the bet that Fidelidade has been developing in terms of new technologies, to impose market trends in the insurance area and provide its clients with innovative services, more personalized and adapted to their needs".

To João Pedro Machado, Director of the Center for Transformation of Fidelidade, "At Fidelidade we are using all our experience and knowledge of the market, as well as all our diverse skills to explore other lines of business that are complementary to insurance. Just in Case" is an example of this line of work, which has enabled us to expand our clients' travel preparation experience, adding essential tools and enabling the purchase of insurance in a single channel, with a 100% digital experience. This appointment is another example of the recognition that Portuguese innovation has in the most important international forums".

Evaluated by a panel of international experts, the vote on the nominees for the EFMA 2020 Prize will run until May 29.

About Fidelidade

Fidelidade is the leading insurance company in Portugal, in both Life and Non-Life. The company is present in the various business segments of the insurance activity and has the largest insurance distribution network in Portugal, and is also present in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

www.fidelidade.pt