

At the NextStep OutSystems 2018

**Fidelidade acclaimed by the technological OutSystems**

*Insurer innovation was awarded internationally with the Business Transformation Award.*

**Lisbon, October 15th, 2018** - OutSystems high-tech company, ranked as the new Portuguese unicorn, has acclaimed Fidelidade with the Business Transformation Award at the NextStep OutSystems 2018.

The OutSystems award intends to distinguish worldwide organisations that use their low-code software platform to promote innovation and productivity as well as to enhance their impact on creating value for business and activity.

OutSystems, which is the second born company in Portugal to achieve a valuation of over one billion dollars, intended to distinguish internationally its clients that develop innovative and excellence projects based on its software.

Rogério Campos Henriques, Vice-President of the Fidelidade Group, states: "receiving this award gives us a great pride and joy at Fidelidade. This award distinguishes our ability to transform our business through a constant innovation process, and recognises the endless effort that Fidelidade has made to become a company from and to the future. Receiving this award from an innovative company like OutSystems, a company we have believed in since its founding, is even more rewarding. "

NextStep OutSystems is an annual event devoted to technological trends. The 2018 edition took place on October 8th in Amsterdam.

**About Fidelidade**

Fidelidade is the leading market insurer in Portugal, both in life and non-life, with a market share around 30.7%. The company is present in the various insurance business segments and benefits from the largest network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France and Macau.

**Fidelidade is the most awarded insurer in Portugal**

Fidelidade operates based on a defined and continuous "Customer Centric Approach" strategy, where customers are effectively in the first place. The fact that it gives a crucial importance to the quality of the service that provides and to their wide and innovative offer, makes Fidelidade the market-leading insurer, the most awarded in Portugal and also with international distinction. In 2014, Fidelidade was distinguished by the "Efma Accenture Innovation Awards", in the "sustainable business" category, with its 'WeCare' project (which aims to support the correct reintegration of people who were victims of serious accidents, requiring physical, economic and social reintegration).

[www.fidelidade.pt](http://www.fidelidade.pt)



**A SUA CONFIANÇA É O NOSSO MAIOR PRÉMIO**  
A SEGURADORA MAIS PREMIADA EM PORTUGAL

**ESCOLHA DO CONSUMIDOR**  
116  
ESCOLHA DO CONSUMIDOR  
SEGURADORAS E  
SISTEMAS DE SAÚDE  
2016

**BANCA & SEGUROS**  
2017  
**Exame**  
MELHOR GRANDE  
SEGURADORA  
RAMO VIDA  
E NÃOVIDA  
2017

**MARKTEST**  
REPUTATION  
INDEX  
2017

**MARCA MAIS**  
RESPEITADA  
2017  
**FIDELIDADE**  
MELHOR REPUTAÇÃO,  
PÚBLICO, EMPRESAS  
E MEDIA

**1**  
BASEF SEGUROS  
GLOBAL 2016  
MELHORES SEGUROS  
MELHORES PREÇOS  
A MAIS INICIADORA  
A MAIS SÓLIDA

**Efma**  
EFMA  
ACCENTURE  
INNOVATION  
AWARDS  
NEGÓCIO  
SUSTENTÁVEL  
2014

**MARCA DE**  
CONFIANÇA  
2018  
Escolhas do Reader's Digest

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