

Awarded with Consumer Choice 2020

**PORTUGUESE DISTINGUISH FIDELIDADE
AS CONSUMER CHOICE**



Lisbon, January 13, 2019 – For the sixth consecutive year, Portuguese consumers have chosen Fidelidade as the "Consumer Choice 2020", in the insurance category, also distinguishing Multicare as the "Consumer Choice 2020", in the health insurance category.

In another edition of this competition that values Portuguese reference brands based on their differentiating attributes, Fidelidade was also distinguished as the Insurance Professionals' Choice. The Company stood out for the trust in the brand, transparency and clarity of the information and services provided, as well as the service and capacity to adapt to the needs of consumers and customization of its products and services.

With the attribution of these awards, Fidelidade reinforces its position as the most awarded insurance group in Portugal, seeing its work recognized, focused on monitoring and protecting customers and their needs so that life does not stop, as well as the quality of the services it provides in a comprehensive and innovative manner.

Promoted by ConsumerChoice - Consumer Satisfaction Assessment Centre, Consumer Choice gives a voice to the Portuguese consumer, who evaluates and annually distinguishes the best brands in Portugal, selected for the degree of satisfaction and recommendation they provide to consumers. In the 2020 edition, around 20 thousand consumers evaluated a total of 913 brands for their performance in 2019, with Fidelidade and Multicare being the brands with the highest level of satisfaction and recommendation in the insurance and health insurance categories, respectively.

About Fidelidade

Fidelidade is the leading insurance company in Portugal, both in life and non-life, currently recording a market share of around 30.7%. The company is present in the various business segments of the insurance activity and benefits from the most extensive network in Portugal, with a presence in several countries, namely Angola, Cape Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay and Chile.

Fidelidade operates based on a defined and continued "Customer-Centric Approach" strategy, in which customers effectively come first. The fact that it attaches crucial importance to the quality of the service it provides and its comprehensive and innovative offer make Fidelidade one of the most awarded insurance companies in Portugal, as well as internationally. 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 have been victims of serious accidents that have jeopardized their physical, economic and social rehabilitation.

www.fidelidade.pt