

## Building The Future 2022

### Fidelidade promotes digital transformation in the insurance area

**Lisbon, January 24, 2022** - Fidelidade will be present at Portugal's leading digital transformation event - Building The Future.

Building The Future is an event organised by Microsoft and is taking place from the 26th until the 28<sup>th</sup> of January, in an edition exclusively in digital format.

This event is a privileged place for experts from all over the world to share knowledge about the landscape and challenges of technology in human and environmental life.

Bulding The Future 2022 is an enriching experience that brings together decision-makers, leaders, teachers, students, researchers, and developers who are part of the technology ecosystem and who seek to implement the latest trends in this area.

This year's edition will have a new space, the **Wellbeing Stage - powered by Fidelidade**, which will focus on themes such as Society, Organisations, the Individual, Body, Mind and Purpose.

On this stage, among other topics, the importance of wellbeing and mental health in the life of individuals, organisations and society will be debated, from a global perspective and not only circumscribed to the pandemic context. Burnout, management models centred on people and on their wellbeing and mental balance will be some of the topics to be studied during the meeting.

On the 'Wellbeing powered by Fidelidade' stage there will be the opportunity to watch the films of 'Talking about it', where Prof. Júlio Machado Vaz, addresses the interconnection between physical and mental health. The **'Talking about it'** section is framed by **Multicare Vitality**, Fidelidade's innovative programme that allies technology with health and well-being and encourages the adoption of healthier lifestyles, directly rewarding the user.

**Sérgio Carvalho**, Fidelidade's Marketing Director, will join the session **'The Paradigm of Omnicanality'**, to be held on January 26, to deepen the impact of technology in the insurance industry, sharing experiences and reflecting on challenges to generate new business opportunities and foster the insurance industry in the digital area. The director believes that Fidelidade's presence in this event "highlights the Company's commitment to innovative and comprehensive solutions and experiences, based on technology for increasingly digital generations".

At an event that combines technology, leadership, and education to empower people and companies through a 100% digital experience, Fidelidade will also be present with a **virtual stand** where it will be possible to interact with participants and showcase the personalised solutions offered by the Company, based on a strategy that favours customer centric approach and omni-channel, and that meets the safety, protection and health needs of all

customers. Fidelidade will also integrate **EduDay**, focusing on attracting talent from students participating in the Building the Future 2022 edition.

### **About Fidelidade**

Founded in 1808, Fidelidade is the leading life and non-life insurer in Portugal, with a market share of 28 percent in 2020, and is present in Angola, Cabo Verde, Mozambique, Spain, France, Macau, Peru, Bolivia, Paraguay, and Chile. The Fitch rating agency classified Fidelidade with an "A stable (IFS)" and "A -stable (IDR)" rating, one of the highest in the national corporate panorama, highlighting the Company's high capitalisation, namely its solvency ratio and the solidity of its investment portfolio.

With 2.3 million customers in Portugal and more than 7 million worldwide, Fidelidade conducts its activity with a "Customer Centric Approach" strategy and, through a distribution network and channels of high dimension and capillarity, guarantees consumers an integrated and personalised experience, regardless of the channel used.

Fidelidade is guided by values that have always defined it: experience, innovation, overcoming and proximity, and this year it was re-elected Consumer Choice in the category of "Insurers", "Trusted Brand" and Most Reputed Insurer in Portugal.

Supporting the development and construction of a sustainable society is an essential part of its Social Responsibility policy, which is embodied in the Fidelidade Community Programme, which distinguishes entities that work in the areas of ageing, health prevention and inclusion of people with disabilities.

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