

BASIC  
INFORMATION  
ON GROUP  
**2017**

20  
17



# FIDELIDADE GROUP

## **i. Group Structure**

The Fidelidade Group operates in the Portuguese market through its different insurance companies (Fidelidade, Via Directa and Companhia Portuguesa de Resseguros). It also has a presence in the international market through Fidelidade branches (in Spain, France, Luxembourg, Macao-Life Segment, and Mozambique) and through its insurance subsidiaries, Fidelidade Angola, Garantia and Fidelidade Macao (Non-Life segment).

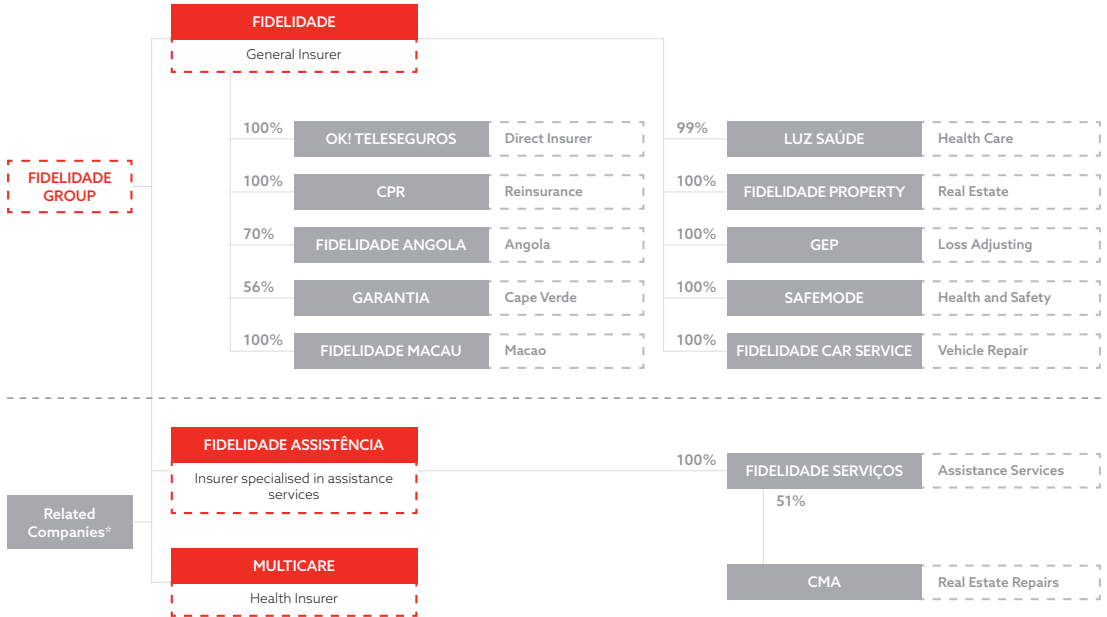
Fidelidade also maintains close ties with other insurance companies that have a similar shareholder structure, Multicare and Fidelidade Assistência. In both cases, these insurers operate in a fully coordinated manner, under the same management perimeter, with Fidelidade in order to guarantee a robust offer of products and services.

Lastly, the Fidelidade Group also has strategic shares in companies providing related services, for example Luz Saúde, the leading healthcare provider group in Portugal.

These interests are in line with an approach of vertical integration in the insurance sector and fit within the Group's strategy of guaranteeing operational excellence and quality of the service provided throughout the value chain and of increasing the Group's position as a global service provider of people protection.

## Insurance Companies

## Strategic Holdings



\* Partner companies with a similar shareholder structure (Fosun: 80% and CGD: 20%), but not owned by Fidelidade

## **ii. Distribution Network**

Fidelidade's insurers sell products in all business segments through the largest and most diversified distribution network of insurance products operating in the Portuguese market: Fidelidade own stores; agents; brokers; CGD bank branches; the CTT (postal service); internet and telephone channels.

This large distribution network and its geographical presence throughout the country allow us to be close to our clients, offering services which are increasingly customised and differentiated.

OMNI-CHANNEL  
PLATFORM

AGENTS  
#1

No. of agents  
**6,645**  
of which 3,962  
are tied agents

REMOTE  
CHANNEL #1

Internet  
Telephone

BROKERS  
#1

No. of brokers  
**70**

OWN  
STORES #1

No. of stores  
**61**

BANK  
CHANNEL #1

No. of branches  
**613**

POSTAL  
CHANNEL #1

No. of branches  
+ Banco CTT  
**806**

### **iii. The Fidelidade Group's offer of products and brands**

The Fidelidade Group has a wide range of products and services available to its clients, resulting from its vast accumulated experience and from the constant search for insurance innovations.

Fidelidade's offer includes Life insurance (Risk, Annuities and Financial) and Non-Life insurance, which includes products such as Motor Insurance, Workers' Compensation, Health, and Home Insurance, among others. The Fidelidade Group's insurance offer also provides a unique range of assistance in the different areas.

The Fidelidade Group has also been developing a number of new products to offer more wide-ranging and innovative solutions. These include the new Proteção Vital Família products, with a series of personal covers that can be adapted to suit the Client's needs, and Seguro Casa, which includes a unique range of covers in the Portuguese market in Home Insurance products.

Also of note is the launch of the Fidelidade Drive telematics application, which enables users to better understand the risks linked to their driving style, and the launch of new pilot products with a heavy technological component, in both the Life and Non-Life segments.

The Fidelidade Group's products reach clients through three different brands: Fidelidade, Multicare and Ok! teleseguros.



**FIDELIDADE**  
SEGUROS DESDE 1808

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 **MULTICARE**  
FIDELIDADE

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 **teleseguros**

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**LUZ SAÚDE**

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**FIDELIDADE**  
ASSISTANCE

- Life and Non-Life products
  - Benchmark brand focused on all channels
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- Health Insurance
  - Broad offer of health insurance
- 

- Online sales of insurance
  - Focus on Non-Life products (ex. Motor, Property) sold through the remote channel
- 

- Luz Saúde is one of the largest private health care groups in the Portuguese market.
  - It incorporates hospital units, outpatient clinics and specialized care hospitals, and senior residences with services.
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- Travel assistance insurance
- Legal protection insurance
- Market leader in Portugal

## **iv. International Presence**

The Fidelidade Group's international insurance business is an important means of sustained growth and pursuit of medium and long-term goals. The Group currently operates in three continents (Europe, Africa and Asia), with several business units, including local branches and subsidiaries.

Initially, Fidelidade's process of internationalisation sought, in particular, to take advantage of markets with which Portugal has greater economic, cultural and language ties. From 2014, with the change in the shareholder structure, the Chinese community also became a priority in terms of developing the international business.

Currently, with new growth horizons and a renewed focus on value creation, the Fidelidade Group regards international expansion as a priority and an opportunity to grow and diversify its business, with emphasis on new locations and on accompanying its clients in new markets.

## PORTUGAL

- Head office and main centre of operations
- Market leader with global share of 30.7%

## SPAIN

- Present since 1995
- Focus on the bank assurance channel with BCG, bilateral business and brokers

## FRANCE/LUXEMBOURG

- Present since 1997
- Focus on the Portuguese community and their descendants

## MACAO LIFE/

- ### MACAO NON-LIFE
- Fidelidade's presence in Asia
  - 5<sup>th</sup> largest company in Life and 7<sup>th</sup> largest company in Non-Life

## CAPE VERDE




- Majority share in Garantia, market leader with 56% of global share

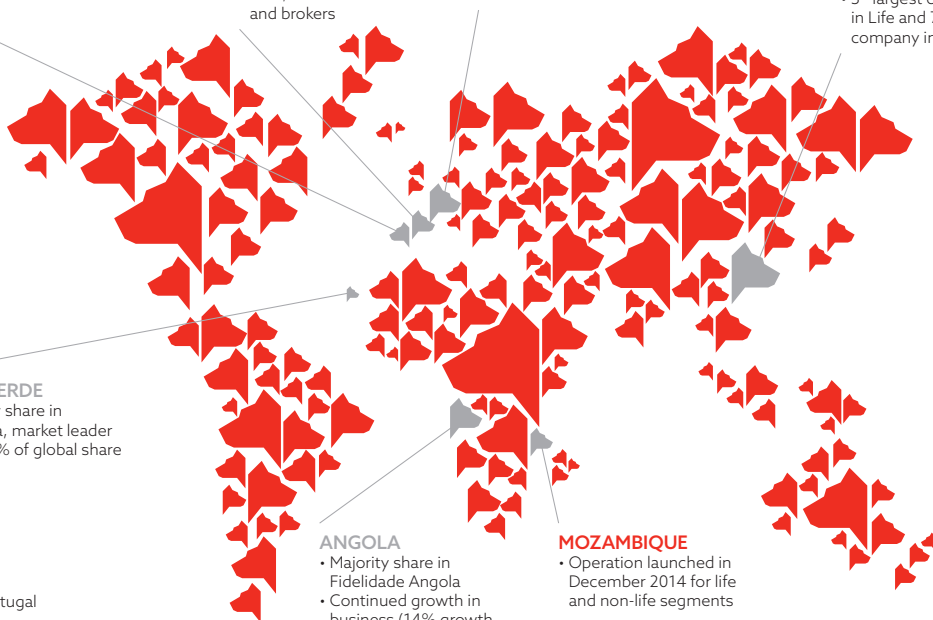
## ANGOLA

- Majority share in Fidelidade Angola
- Continued growth in business (14% growth in 2017 in the local currency)

## MOZAMBIQUE

- Operation launched in December 2014 for life and non-life segments

-  Portugal
-  Fidelidade Branches
-  Subsidiaries





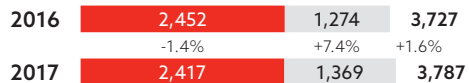
# KEY FIGURES

In 2017, a year marked by the trends previously referred to, Fidelidade Group had a very consistent performance, recording total premiums written of EUR 3,787 million.

Regarding the activity in Portugal, the Fidelidade Group registered EUR 3,549 million, which represented an increase of 1.4% compared to 2016, enabling it to hold its leadership position, with a total market share of 30.7% (a decrease of 1.5pp due to the performance of the Life segment).

## Total Premiums Written Life and Non-Life

(M€)



■ Life   
 ■ Non-Life

## Total Market Share in Portugal

(%)



## Non-Life Market Share in Portugal

(%)



## Life Market Share in Portugal

(%)



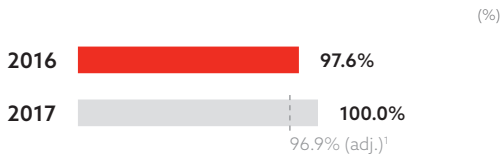
In 2017, the Fidelidade Group reported solid profitability, with a net profit of EUR 216.2 million, which represented an increase of 2.4% when compared to 2016. This result was mainly influenced by the positive performance of the Group's financial activity, demonstrating the consistency of the Group's investment management.

The combined ratio was 100.0% in 2017, 2.4 pp higher than in the previous year, mainly influenced by the forest fires in Portugal, in June and October, and the floods in Macao.

Investments also performed well, resulting in investment income of EUR 538 million and an investment yield of 3.6%, which was above the market average.



## Combined Ratio \*



\* Adjusted ratio of the financial cost component associated with Workers' Compensation line of business

<sup>1</sup> Excluding costs related to catastrophic events that took place in 2017

## Investment yield



## Net Assets



## Investment Income \*\*



\*\* Includes Investment income from Unit Link products, net gains and impairments. Unrealised gains not considered

## Net Profit



## Shareholders' Equity



## Awards and Honors



### EXAME 2016 BANKING AND INSURANCE

Best Large Life Insurer, in the Banking and Insurance category



MARKTEST  
REPUTATION  
INDEX  
2016

### MARKTEST REPUTATION INDEX 2016

Insurer with the best reputation in Portugal

Best Insurer in marketing, communication and advertising areas

# 1

BASEF SEGUROS  
GLOBAL 2016  
MELHORES SEGUROS  
MELHORES PREÇOS  
A MAIS INOVADORA  
A MAIS SÓLIDA

### BASEF SEGUROS GLOBAL 2016

Best Insurance, Best Prices, Most innovative, Most solid



### 2016 TRUST BRAND

Portuguese Trusted Brand in the Insurance category



ESCOLHA DO  
CONSUMIDOR  
SEGURADORAS  
2017

### 2017 CONSUMER CHOICE

Best satisfaction level and intention to purchase by consumers



BANCA & SEGUROS  
Exame  
MELHOR GRANDE  
SEGURADORA  
RAMO VIDA  
2017

### EXAME 2017 BANKING AND INSURANCE

Best large Life Insurer, in the Banking and Insurance category



BANCA & SEGUROS  
Exame  
MELHOR GRANDE  
SEGURADORA  
RAMO NÃO VIDA  
2017

### EXAME 2017 BANKING AND INSURANCE

Best large Non-Life Insurer, in the Banking and Insurance category



### 2017 BRAND LEADER IN REPUTATION

Insurer with the best reputation in the Insurance category (Fidelidade)



### 2017 BRAND LEADER IN REPUTATION

Insurer with the best reputation in the Health Insurance category (Multicare)



### 2017 TRUST BRAND

Portuguese Trusted Brand in the Insurance category

## **Fidelidade Group**

For FY'17 Fidelidade Report please go to  
[www.fidelidade.pt](http://www.fidelidade.pt)