

FIDELIDADE GROUP

18

SR

SUSTAINABILITY  
REPORT

FIDELIDADE KEEPS GOING



# Fidelidade keeps going

Anytime, any place. Market leader for 200 years, Fidelidade strengthens its proximity to customers, being always there, striving to innovate in the search for solutions more adequate to their needs. Together in protection, assistance and healthcare. Fidelidade continues growing, expanding, innovating, surprising and improving. Fidelidade keeps going to draw even closer to people.



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# To keep on going!

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Dear employees and partners,

People know they can trust us. There are several indicators that prove this reality. And it is this sentiment of trust that feeds the stability of our relationships with customers, employees, partners, shareholders and society itself.

The positive evolution of our results in 2018, in their several dimensions, has reinforced our convictions and our ability to KEEP ON supporting the development of a sustainable society; to KEEP ON being more and more relevant to the development of society and of the communities where we operate.

TO KEEP ON GOING is therefore the motto for this new sustainability report.

TO KEEP ON improving our sustainability strategy, whether by trying to face the current big challenges from a humanistic perspective of the business, whether through a strategy of sustained and coherent growth of the Group, marked by the recent entry in the Latin-American market, with the purchase of a controlling stake at the important Peruvian insurance company La Positiva.

TO KEEP ON contributing to strengthen social economy, namely through the consolidation of the Fidelidade Comunidade awards, in which the donation is only the first step of a long-term relationship.

TO KEEP ON innovating in areas of greater social impact, as was the case, for example, of the launch of insurances for customers over 60, seeking also solutions in order to respond to the greater prevalence of chronic and mental illnesses.

TO KEEP ON improving the services we provide to the insured and third parties, namely in the provision of healthcare, by extending the hospital network of Luz Saúde (Vila Real, Coimbra, Funchal...), providing a telemedicine service that receives 5,000 appointments per month, opening new medical care units for victims of occupational injuries and speeding up the opening of claims case files.

TO KEEP ON updating tools and procedures in order to provide a closer, more agile service, by reducing red tape, where we expect to achieve very relevant efficiency gains that will set us apart from our competitors.

TO KEEP ON increasing Fidelidade's performance transparency, in all aspects, from the creation of new insurance products and complementary services to claim settlements.

TO KEEP ON investing in prevention, where we have a long way to go to improve safety at work, on the road and at home.

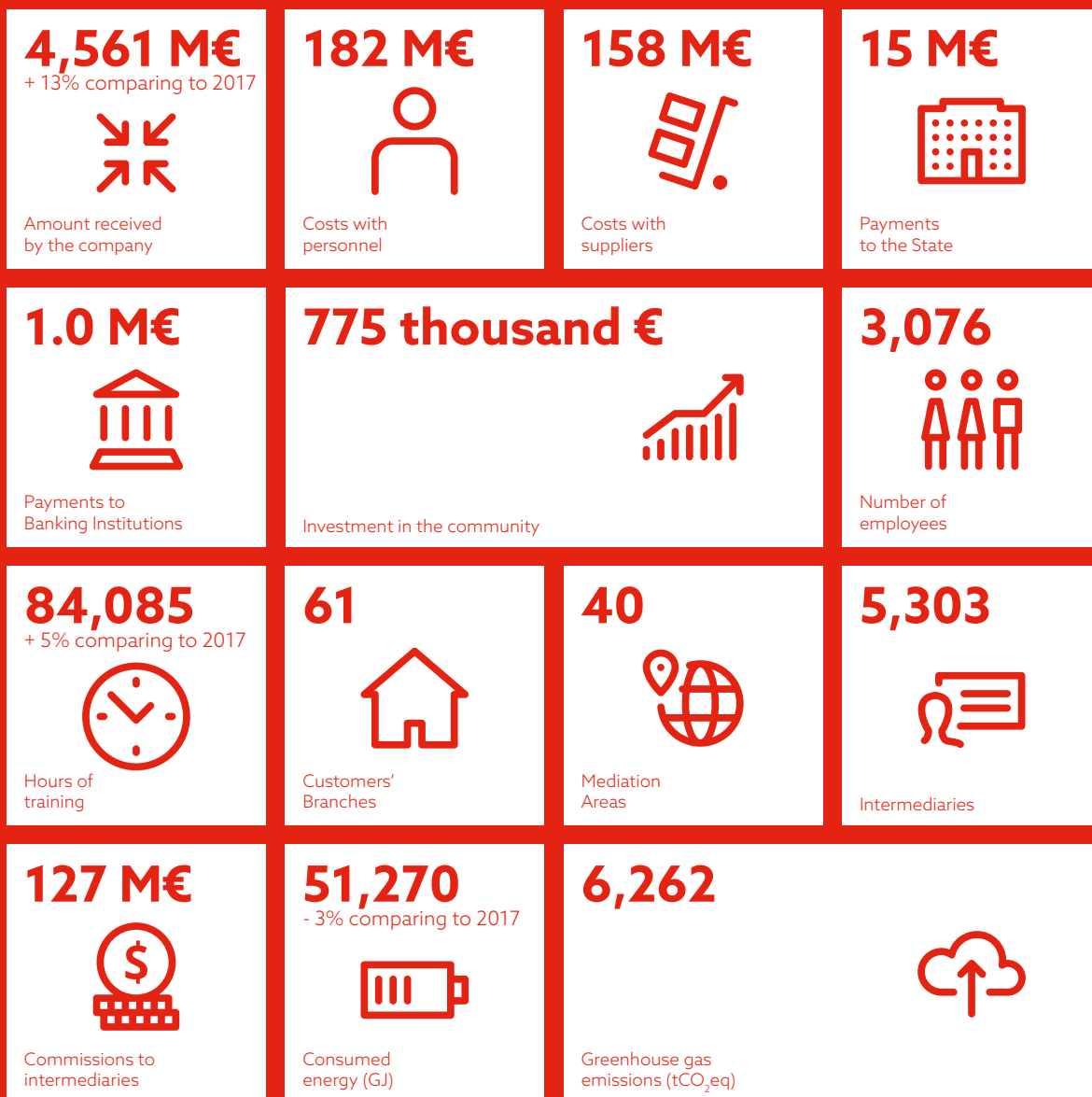
Finally, TO KEEP ON leading the market in a constructive and sustainable manner, thereby contributing to a safer and fairer society. Without the trust of our more than 2 million private customers and 200,000 corporate customers, without the daily efforts of our more than 3 thousand employees and the support of our shareholders, none of this would have been possible. My most sincere thanks to all of you.

**Jorge Magalhães Correia,**

Fidelidade's Chairman of the Board of Directors

# Fidelidade in 2018

## Key Indicators 2018 <sup>1</sup>



<sup>1</sup> Consolidated figures related to the companies included in the scope of this report: Fidelidade, Multicare, Via Directa, Fidelidade Assistance, EAPS, GEP, Fidelidade Car Service, Fidelidade Property.



# A Trustworthy Group

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In 2018 once again we gained the trust and acknowledgement of our customers, by demonstrating the work we have been developing, the quality of our service and the innovative character of our products.

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OK! Gestual product won the APEE's Acknowledgement for SR and Sustainability Practices Award

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Multicare distinguished as 2018 Consumer's Choice Healthcare Systems

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OK! teleseguros won the 10<sup>th</sup> edition of the European Business Awards 2016/2017 at a national level, in the innovation category

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Multicare distinguished as 2018 Trusted Brand by consumers

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OK! teleseguros won the 2018 edition of the Five-Star Award in the Direct Insurance category

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OK! teleseguros reached the best index in the 2018 Marktest Reputation Index

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OK! teleseguros won the ACEPI Navegantes XXI Awards in the category Best Digital Strategy

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Fidelidade distinguished as the 2018 Trusted Brand

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Fidelidade distinguished as 2018 Consumer's Choice

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# Strategy of the Fidelidade Group

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The Fidelidade Group is the undisputed leader of the Portuguese insurance market, with most of its companies registering a prominent growth in 2018.

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The leadership of the Group is materialised in a set of factors, which constitute competitive advantages over the remaining insurance companies in the national market:

- A base of nearly 2.2 million customers, managed through an omnichannel network with high regional coverage.
- Leading brand in value, reputation and acknowledgement by customers.
- Unique leading position in distribution, based on a multichannel strategy.
- Unique technical skills in the market, resulting in a broad offer of insurances and an acknowledged capacity for claim settlement, thus ensuring a high customer satisfaction.
- Prudent risk management policies and provisioning levels above the market.

## **SOCIOECONOMIC CONTEXT IN 2018**

In 2018, Portuguese economy continued to show the growth trend it has been going through within the scope of the current positive economic cycle, which began in 2014. In fact, the Portuguese economic activity has been registering ongoing growth since 2014, supported by the favourable external framework of financial markets and the increase of exports, as well as by the high levels of confidence of the economic agents and the favourable evolution of the labour market.

The pillars of the strategy in place developed in 2018 have been reinforced since 2016:



**Consolidation  
of the position  
in the national  
market**



**Digital  
transformation and  
analytics**



**Expansion of the  
international  
business**



**Optimisation and  
management of  
investments**



And because our eyes are set on the future, in 2018 we have also defined the key pillars of our strategic positioning for the 2019-2023 triennium in the context of a clear continuity strategy, where the four strategic imperatives respond to current and future challenges of the Group. For the next triennium, our strategic imperative is the mobilisation of the company towards structuring organisational changes, apart from the development and growth of the business, strengthening the Group's commitment towards the development and appreciation of its people.

- 1. Propel growth**
- 2. Step change profitability**
- 3. Put customers at the centre**
- 4. Mobilise the organisation**

# An agile company

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2018 was a year of continuity. We pursued the consolidation of our strategy.

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We developed new products, tested new pilots and continued developing offers of digitalisation for customers, stimulating the use of these platforms in order to draw closer to customers. For the Fidelidade Group, digital transformation is more than just using tools. It is to change core processes.

We continue to implement processes that bring greater efficiency and agility in the response to customers, as well as greater decision-making autonomy and capacity. Organisation is nowadays one of the values of our strategy, which strengthens the importance of performing structuring internal changes, with an external impact. Based on the principles of autonomy, focus, multi-disciplinarity and responsiveness, the Agile was in 2018 the symbol of a new internal organisation that we wish to extend to the entire Group. We want to change the way we work. We want to be efficient and to create experiences for customers. We want to be more agile.

Over recent years, we have also worked in order to further consider our people as business partners. FYOUTURE is, without a doubt, the icon of this change. We have had one year to implement this model, and we know there is still a lot to be done, but this is the way: to help the leaderships of our company reflect on the development of people. We know the future is more demanding and it demands more from us even today. And we know that the challenges of business transformation and internationalisation exert pressure on people. Granting the teams a more cross-sectional overview of the business is fundamental in order to be more prepared.

Finally, taking on the WeCare commitment as our way of being in a more cross-sectional manner, each one of us applying it in our daily activities, must be our goal as a Group. To go the extra mile, always improving.

**Rogério Campos Henriques,**  
Vice-Chairman of the Executive Committee  
of Fidelidade



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Taking on the WeCare commitment as our way of being in a more cross-sectional manner, each one of us applying it in our daily activities, must be our goal as a Group



# Our commitment towards the 2030 agenda

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Our priorities of transparency, longevity, responsible investment, community investment, new business models, prevention, professional and personal development and climate changes reflect our commitment towards sustainable development defined after consulting with stakeholders in 2016.

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In 2018, we reviewed your concerns and expectations, we assessed our performance and included the topic of climate changes in the agenda. These commitments and the respective performance reflect different stages of maturity, as well as distinct approaches.

Being aware of the impact of our activity as an insurance group, we reflected on our contributions to the Sustainable Development Goals (SDG) and adopted a clear position on the promotion of the 2030 Agenda - Global Agenda for Sustainable Development. This reflection strengthens our motivation to mitigate the negative impacts and maximise the positive impacts arising from our activity, with the purpose of creating value for the communities we work in.

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## **ABOUT THE SUSTAINABLE DEVELOPMENT GOALS**

Presented at the New York Summit in September 2015, the Sustainable Development Goals (SDG) must be implemented until 2030.

More inclusive than the Millennium Development Goals, in force between 2000 and 2015, the SDG include global challenges and problems - from developed countries to developing countries - and promote the involvement of all stakeholders, namely companies, in achieving the targets established for 2030.

17 goals, 169 targets, defined in one of the largest consultations with stakeholders ever performed. In total, 83 countries were involved and 11 surveys per topic were performed, apart from hundreds of surveys door to door.



# Commitment to Sustainable Development

## 8 DECENT WORK AND ECONOMIC GROWTH



### NEW BUSINESS MODELS

#### PERSONAL AND PROFESSIONAL DEVELOPMENT

Providing the guidelines and tools necessary for the development of employees.

Continuing developing a Group culture, in which sharing, involvement and pro-activity are more and more acknowledged and in which the growth and development of people occur based on relationships of trust among employees, between employees and their superiors, and between employees and the organisation.

Defining the policy of integration of disabled people in the Fidelidade Group.

## 10 REDUCED INEQUALITIES



#### COMMUNITY INVESTMENT

Consolidating the structured approach of response to the needs of the Portuguese society, through the Fidelidade Comunidade Award.

#### PERSONAL AND PROFESSIONAL DEVELOPMENT

#### RESPONSIBLE INVESTMENT

Changing the investment policy of the Fidelidade Group, according to the UN Responsible Investment Principles.





### 3 GOOD HEALTH AND WELL-BEING



#### LONGEVITY

Accompanying scientific and technological research.  
Reinforcing social protection of our customers.  
Contributing to the mitigation of vulnerabilities and social exclusion.

#### PREVENTION

Being a reference player in prevention, whether through new products and services, whether through the promotion of healthy behaviours.

### 17 PARTNERSHIPS FOR THE GOALS



#### INTERNATIONALIZATION STRATEGY

### 13 CLIMATE ACTION



#### CLIMATE CHANGE

Contribute to the study of the main risks for the Portuguese society in order to Help define the adequate measures for prevention and mitigation.  
Reduce the gap between the value of the insurance and insured, through a rigorous analysis of the risks of our clients, and by proposing more adequate coverages.  
Work collectively, and focused in the long term, towards a safer country, by reducing the exposure to the risks of catastrophe, and by having the adequate means to recover all the damages that could not be avoided.

#### TRANSPARENCY

Be the leader in the continuous improvement of the insurance sector in Portugal, namely in the new ethical questions where digitalization is taking place, namely in the context of the General Data Protection Regulation.

### 11 SUSTAINABLE CITIES AND COMMUNITIES



#### PREVENTION

##### NEW BUSINESS MODELS

Search for the balance between different channels, but still focusing on the proximity with the insured.  
Monitor technological evolutions.  
Incentivize the debate and the use of information.

OUR  
PRIORITIES

# Commitment towards the 2030 Agenda: our journey

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Our journey has been an important one, in the sense of reflecting on and acknowledging the greatest contributions of a Group such as Fidelidade to the development of society.

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Throughout the years, step by step, we have been building our approach on sustainable development deeply based on our values and way of being: our WeCare commitment.

In 2019 and in the beginning of a new cycle, we wish to share with our stakeholders our positioning concerning the 2030 Agenda - Global Agenda for Sustainable Development. We wish to be part of this marathon, aware that all players hold responsibility and that a Group such as Fidelidade calls upon itself the mission and the commitment of going the extra mile in the creation of safer societies, more protective of people, that defend environmental values and promote economic development.

We started by prioritising the pillars where our intervention is - and will be - more relevant: this reflection resulted in 6 Sustainable Development Goals, that fit perfectly in our material topics and our strategy. But we are aware that the work does not end here. That is why we intend to deepen this contribution, not only through the definition and sharing of targets in priority Goals, but also through the internal understanding about the Group's state of the art in the remaining pillars. We know that this is the road we want to take. A road of continuity. Whatever happens, Fidelidade keeps going.

**Ana Fontoura,**  
Social Responsibility Bureau  
of the Fidelidade Group



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We wish to be part of this marathon,  
aware that all players hold responsibility





# Continuing Developing people

Fidelidade's set of values and way of being go way back. We are building on an already very solid foundation. We are a group guided by people, we want to be close and we are united by a purpose that encourages us to do good and to do it in a good way. We work "so that life won't stop".

**Joana Queiroz Ribeiro,**

Department of People and Organisation

# CONTINUING DEVELOPING



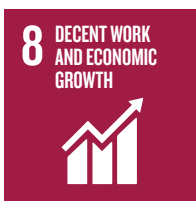


people

For the Fidelidade Group, the mobilisation of the organisation is a strategic pillar for sustainable economic growth. In a Group with over 3,000 employees and 200 years of history, promoting change in the organisation and its People, apart from their ongoing professional and personal development, is a challenge, but also a constant necessity.

## FEATURED

**FYOUTURE | Rejuvenation of the organisation | Workplace experience | EFR Certification | Occupational Health and Safety care provider | Strategies for employees with reduced mobility**



### Our contribution to the Sustainable Development Goals

About the SDG 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

The Group's investment in the professional and personal development of employees is one of the strategic pillars to prepare teams for work in the future, apart from the promotion of balance between work-personal life and quality of life. Reflection for the development of a new policy of integration of disabled people, the creation of a feedback culture and the investment in the rejuvenation of teams are just some of the initiatives portraying the commitment of the Group towards its People.





# FYOUTURE: assessing and developing talents

In 2018, the Fidelidade Group continued the implementation of the People Management Integrated Model, **FYOUTURE**, whose purpose is to support the identification, management and development of the Group's employees. Begun in 2017, **FYOUTURE** is based on three essential pillars: Performance, Potential and Development, whose imperatives are the investment in people and the creation of a **trust and feedback** culture.

2018 was important not only due to the actual take off of **FYOUTURE**, but due to the fact that it covered most of the Group's companies, preparing the way for all employees in Portugal to use this model in 2019. It was another step in the standardisation of goals, skills and acknowledgement among everyone.

This transition in people management is not achieved without challenges: **FYOUTURE** is in place to support the development of people in the Group and also of the People to come. In an organisation in constant change, with employees from several generations, to reconcile the development of people with the need to rejuvenate the organisation is a constant adjustment challenge. The new model also serves as support to the clarification of goals

and responsibilities in each function and to the identification of the necessary skills for each one of them. The relationships of trust, sharing and proximity between the assessor and the assessee promoted by **FYOUTURE**, as well as the information arising from this model, boost the promotion and professional evolution of People, contributing to a more dynamic and transparent human resource culture.

## KEY FIGURES

**3,177**  
employees involved

**In 2019, FYOUTURE will continue its consolidation path. We will take the first steps in the Potential pillar and all employees in Portugal will be covered by the model.**

# So that life won't stop

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We are a group guided by people, we want to be close and we are united by a purpose that encourages us to do good and to do it in a good way. We work "so that life won't stop".

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We are going through an organisational and technological transformation similar to what is happening in so many other organisations. And in a company with a DNA such as ours, People are a key factor of said transformation. Leaders are often the drivers of transformation and must be open-minded, must learn and be capable of involving and motivating their teams for what is happening. They must listen and accept other ideas, give and receive feedback and develop their employees, making them feel committed and responsible for giving their contribution.

In this perspective, FYOUTURE supports transformation and development challenges. FYOUTURE, with YOU, in order to convey that each one of us is responsible for their own development. That people are at the centre, at the centre of their development, of their future and of Fidelidade's future.

We are also building the future of Fidelidade, thinking of new ways to work and ensuring its succession by bringing "home" new generations, with new skills, who see the future in a different way. On our part, we design programmes to promote and use the best of our multi-generational character. We create moments of sharing to inform about the challenges the Group is going through, we share stories and seek to improve based on the suggestions of each one of us, we develop welcoming and mentoring programmes and also the sharing of experiences.

**Joana Queiroz Ribeiro,**  
Department of People and Organisation



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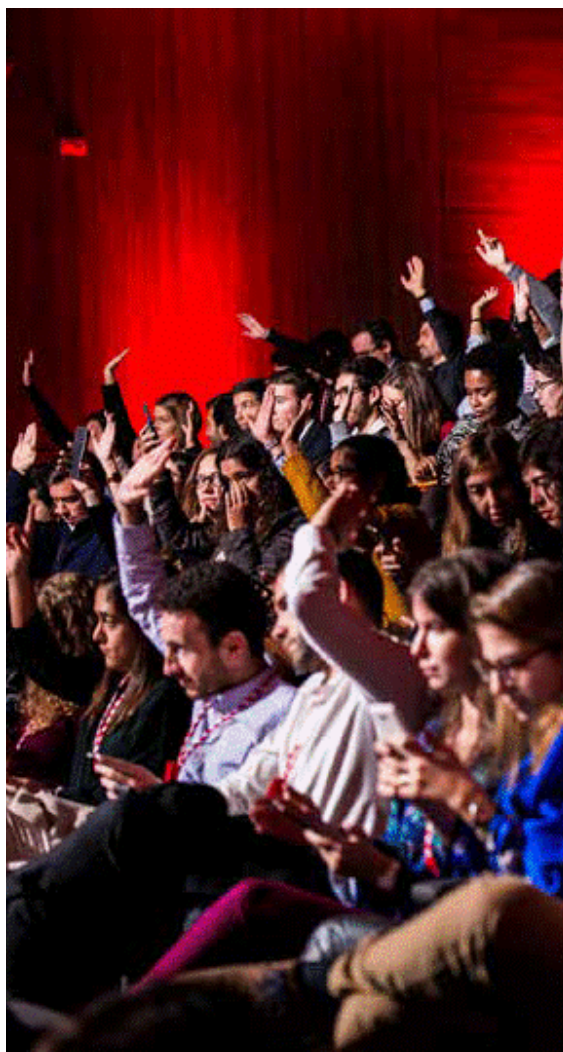
Fidelidade's set of values and way of being go way back. We are building on an already very solid foundation.



# Reconciling the best of three generations

The 200 years of history of the Fidelidade Group include a heritage of initiatives, knowledge and people that throughout the years were part of the Group and its legacy. Simultaneously, the new business challenges and the growth of the Group's companies imply the call for the rejuvenation of the organisation. That is why while the Group values and develops its current employees, it also invests in the recruitment and retention of new employees that may contribute with new ideas and perspectives for a company under constant adjustment and innovation. The coexistence of different generations, even if they share the same values and the same challenges, is naturally one of the greatest challenges for the organisation.

The Fidelidade Group has been working in the training of leaders, in the development of employees and in the recruitment and retention of young talents, employees under 30 years old that choose Fidelidade as their first or second employment. The increase of the youngest age bracket in the Group was the basis of the creation of the **Be Insure @20**, a community of employees under 30 that came together with the purpose of developing a project of networking and sharing of experiences that would promote the commitment between younger employees and the organisation. In 2018, the first event of this community took place, which gathered 250 employees between the ages of 20 and 30, and included a panel of speakers consisting of Group's employees and specialists in some of the main challenges and key topics of the insurance industry.



# Involving younger generations

Apart from promoting the youngest talents in the organisation, the Fidelidade Group has also been working with universities in order to attract university students to the insurance world and introduce them to the insurance market. Two initiatives were launched:

- Fidelidade Studio | an innovating concept of space, with recording studio technology and equipment, at the disposal of the Community (students, employees, professors and guests) of the Nova School of Business and Economics, in Carcavelos, for learning and sharing ideas and experiences. Besides the free use of the space, students may take part in Fidelidade's initiatives and contribute, as in an experimental laboratory, to the development of strategies for new products and services of the Group. Fidelidade Studio also has a regular podcast programme dedicated to topics such as society, management, economy and personal development.
- Programme of Ambassadors in Universities «So that your career won't stop» | in which the university students themselves represent the Fidelidade Group on campus, providing information about the insurances and the Group to their colleagues. The Ambassadors are given

the opportunity to gain experience in the world of the Group's companies, namely technical training, gain qualifications and do networking with the Group's employees. The best ambassador in the programme will have the opportunity of being part of the «Protecting Startup Accelerator Programme» of the Fidelidade Group.



Helping your colleagues understand who we are and what we do

Providing information about our career opportunities for young talents

Identifying opportunities to strengthen our presence in your University

Broadening the reach of the Fidelidade Group through your social networks

# Adapting for the future

The Fidelidade Group has been adapting its organisational structures in order to respond more adequately to the challenges of the business and of the industry, but also to be able to develop new skills and ways of working for its employees. This review process and positioning of the Group reflects the ambition of turning Fidelidade into a more agile and available company, prepared for change. With this in mind, we developed two projects:

- FIDEXPERIENCE | a programme of sharing of work experience between employees that enables them to spend one or two days in another department or company of the Group, with the purpose of getting to know better the reality of other functions and departments, apart from enhancing innovation and the creation of synergies. This way, everyone will be able to know in a deeper way the business of the organisation. This initiative arises from FIDBACK, a survey on the social involvement and environment of the Fidelidade Group intended, among other goals, to identify positive aspects and improvement suggestions for the organisation.
- Workplace experience | a pilot project of creation and adaptation of new workspaces in the Group's building at Rua Alexandre Herculano. In four floors of the building, new shared spaces were designed, according to the clean-desk concept to inspire new ways of working. The more open and wider space contributed to a more collaborative and dynamic environment, making these experimental workspaces the best reflection of the Group's organisational transformation.



## KEY FIGURES

With FIDEXPERIENCE

# 303

**employees were allocated to different departments or companies of the Group. When asked about their experience, most of them would like to repeat it, highlighting as positives the potential of approximation among employees, the knowledge about the business and the professional and personal enrichment.**



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Fidelidade Property Europe is proud to be contributing to the biggest organisational transformation of the Group within the scope of workspaces. With the new Work Place concept, we intend to inspire new ways of working and to provide comfort and efficiency to all employees, customers and partners.

**Miguel Santana,**  
Fidelidade Property

# Valuing: training and involving

The Fidelidade Group's transformation is also translated into the creation of a cross-sectional culture, today, focused on people, related to the Group's values and in line with the WeCare commitment: "to be there when people need us the most, so that life won't stop." On the basis of this cultural identity are the following initiatives of training and involvement of employees:

- Implementation of the **FIDME** pillar of **FYOUTURE**, followed up by a training programme for the entire Organisation about this pillar. FIDME proposes the establishment of a commitment between employees and superiors that supports their professional development. This commitment is also shared with the Directorate of People and Organisation, which supports its realisation.

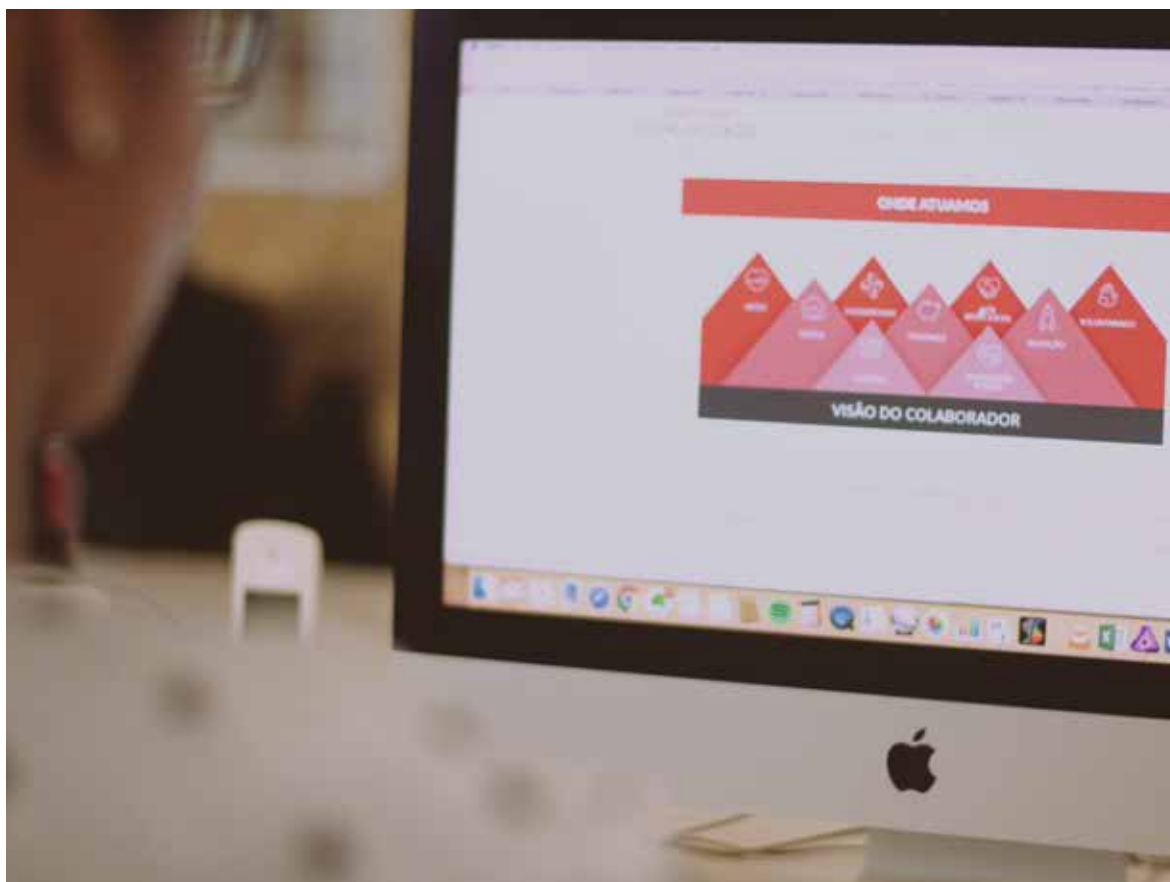
## **MLEARNING PLATFORM | SOME EXAMPLES OF CHALLENGES**

**Be Fidelidade:** tests knowledge about the Fidelidade Group.

**Tom Fidelidade:** helps perfecting knowledge about writing guidelines, whether of e-mails or other documents, on behalf of Fidelidade.

**Products:** helps getting to know better the products marketed by Fidelidade. The mlearning platform highlights the target products of commercial cycles.





As in the training developed in 2017 for the Performance pillar, the FIDME Training includes in-person training and training through the **mlearning** platform. The **mlearning** training offers a more practical and entertaining approach, as many of the topics approached become more accessible and it uses games such as quizzes and competitions.

- Introduction of new regulation standards applicable throughout Europe, within the scope of the General Data Protection Regulation (GDPR), has constituted a challenge for the Fidelidade Group, which for the first time coordinated **cross-sectional information** to all employees and partners of the Fidelidade Group, consisting of a programme of e-learning training which involved everyone in one single training module and topic.
- 10 free **workshops** were performed for all employees with the purpose of approaching several of the strategic pillars of internal social responsibility of the Group, from the promotion of a healthy lifestyle to well-being, including quality of life and self-appreciation.
- The **website of the Fidelidade Comunidade Programme** is another platform that contributes to the strengthening of the Group's cultural identity. The Group's social responsibility website provides to the employees several headings on the promotion of their development, but also on internal cohesion. In 2018, it became more collaborative and interactive, with headings designed by employees in the subscription of topics and initiatives, as well as in the opening of real-time comments. It allows us to debate ideas and give suggestions, encouraging everyone to participate. 2018 marked, once again, a boost of accesses to the website, in a total of **59,861 accesses**, a 2% decrease in respect of 2018.

# Reconciling: Fidelidade Assistance acknowledged

Fidelidade Assistance continued to be one of the eight companies in Portugal acknowledged as promoters of good practices of conciliation between professional and family life by the EFR certification - Family Responsible Company (FRC), of the Másfamilia Foundation.

The commitment and the work carried out in this scope and the fact that those practices still grant to Fidelidade Assistance the level B certification, they were selected as a case study in a report of the Portuguese Business Confederation, prepared by the Nova School of Business and Economics.

GROUPS OF EFR MEASURES	DESCRIPTION OF MEASURES
SUPPORT TO EMPLOYEES' FAMILIES	<ul style="list-style-type: none"> <li>• Encouraging maternity and breastfeeding room</li> <li>• Christmas Party with the employees' children</li> <li>• Company for the 1st day of school and merit award for 9<sup>th</sup> and 12<sup>th</sup> grades</li> <li>• Financing arrangements for school books</li> </ul>
TIME AND SPACE FLEXIBILITY	<ul style="list-style-type: none"> <li>• Possibility of reduction of lunch break for entry/exit, previously arranged with management</li> <li>• Flexibility of working hours in case of family emergencies</li> </ul>
QUALITY IN WORK	<ul style="list-style-type: none"> <li>• Healthcare and well-being plan</li> <li>• Transport during strikes</li> <li>• Integration of employees in order to obtain a permanent employment contract</li> <li>• Meal allowance for all 12 months of the year</li> </ul>
PERSONAL AND PROFESSIONAL DEVELOPMENT	<ul style="list-style-type: none"> <li>• Volunteering pool</li> <li>• Social Support Group to cope with the employees' needs</li> <li>• Trainings in emotional intelligence and several mental workshops</li> </ul>
EQUAL OPPORTUNITIES	<ul style="list-style-type: none"> <li>• Integration of employees who are disabled</li> <li>• Gender equality</li> <li>• Respect for different religions</li> </ul>
LEADERSHIP AND MANAGEMENT STYLES	<ul style="list-style-type: none"> <li>• Code of professional ethics and conduct</li> <li>• Trainings and workshops related to matters of conciliation</li> </ul>



It is with great pride that I see Fidelidade Assistance as a Family Responsible Company, promoting good practices of conciliation between professional and family life, as this means the acknowledgement of an effort and a deep, dedicated and caring endeavour from all the people involved who, I guarantee, want Fidelidade Assistance to be a humanised company, very concerned about its PEOPLE, "US", regarding whether the conditions for the development of functions, whether everyone's family life. Satisfied employees that see themselves as people within an organisation are pleased to contribute to it!

The effort, commitment and endeavour have been, are and will ALWAYS continue to be worth it in order to achieve more.

**Vanessa Coelho,**  
Fidelidade Assistance

## Extending the WeCare commitment to the team

The WeCare culture and commitment also extends to the way the Fidelidade Group receives and supports its employees in times of hardship or need. Within this context, in 2013 we created **NOS - Apoio Social**, which includes a vast range of partners that can provide assistance to the employees and their families. In 2018, it continued to provide support in the four main areas of intervention:

- Social support: creation of social-family assistance solutions.
- Financial support: in situations of over-indebtedness and family budget management, in partnership with DECO - Associação Portuguesa para a Defesa do consumidor.
- Legal support: legal counselling and partnership with law firms for the representation of employees.
- Psychological support: creation of a network of psychologists at a national level for referral of employees and their family members.

### KEY FIGURES

**NOS Apoio Social has already helped about**

# 370

**employees of the Fidelidade Group. In 2018, they have received and supported a total of 48 requests.**



# Continuing innovating to draw closer

Fidelidade has enforced a human-centric strategy and a culture based on human value. Whether we are talking about products and services that we release or about the communication strategy we create, whether we think about the preparation of our sales network to provide information on the protection needs of our customers, we act focusing on people and on the strengthening of the close relationship we have with those who trust us.

**Sérgio Carvalho,**  
Marketing of Fidelidade

# CONTINUING INNOVATING





**to draw closer**

Technologies and artificial intelligence are substantially changing the ability of anticipating social, economic and environmental risks and have blurred the traditional boundaries of mobility.

## FEATURED

**Business digitalisation | Fidelidade Drive | MyFidelidade | My Car| OK! Bike| Fidelidade Assistance App | Cyber Safety | Fidelidade Access | Training to intermediaries | Evolution of inspection | Protechting | Fidelidade Pets**

Their part in societal transformation is unparalleled due to their huge potential for leveraging social inclusion, improving the healthcare sector, promoting greater efficiency in resource management, creating new products and responding to segments of the population that still cannot access certain services.

Over recent years, the Fidelidade Group has been following up these transformations, which is leading to a change in its relationship with society and, consequently, in its business vision, doing so without ever losing its essence: the concern about people. Digitalising the business without losing focus on people's lives, providing training to partners in order to ensure better service levels, investing in innovation in order to develop new services and promoting savings are the Group's contributions to the technological evolution of the business.



## Our contribution to the Sustainable Development Goals

About the SDG 11: Make cities and human settlements inclusive, safe, resilient and sustainable.

The Group's work in the innovation of products and services, in digitalisation and in the promotion of the improvement of quality of services follows up the trends of technological development and capitalises its potential of positive transformation of some of the main societal challenges. This investment in innovation and use of technology, based on the WeCare spirit, materialise our contribution for the SDG11.



# Digitalisation: more proximity and trust

The digital transformation begun five years ago is transversal to all the business areas of the Fidelidade Group and, although contacts with customers have become more and more digital, maintaining proximity is still the greatest concern. That is why digital evolution has been channelled precisely to increase said proximity, in order to ensure that customers are a click away from a swift answer to their problems.

This evolution has been occurring in all segments of the Fidelidade Group – home, mobility, social and health – with the creation of new business opportunities, but also with initiatives and solutions to increase insurance literacy. The **MyFidelidade**, **Fidelidade Assistance** and **OK! teleseguros** apps enable customers to perform simulations, manage their insurance policies, report claims and request for motor assistance or medical assistance. Georeferencing from cell-phones, for example, ensures a swifter assistance, crucial in situations related to safety and health.

## KEY FIGURES

Over

**62,000**

customers have used the MyFidelidade app

**18,448**

assistances provided or followed up via the Fidelidade Assistance app

OK! teleseguros:

**21,874**



For the first time in its history, Fidelidade Assistance has surpassed Euro 50 million. The investment in innovation and digitalisation was maintained and within that scope we highlight: the creation of a veterinary guidance and counselling line, based on clinical protocols and operated by veterinary nurses;

- The preparation of a set of products in the area of Home Assistance for large institutional customers;
- The promotion of the use of the Fidelidade Assistance app to report Assistance claims was fruitful, as we registered a 118% increase in the number of downloads comparing to the previous year and a 237% increase in the number of assistance requests made through the app;

It has consolidated the reinforcement of its international presence, with special focus on the African Portuguese-speaking countries, where through several marketing activities it has attracted more customers, thereby increasing its turnover.

Finally, it has renewed its certifications, without non-conformities or sensitive areas, according to the ISO 9001:2015, the Quality Certification and through the Fundação Más Família the Certification of Family Responsible Company.

**Luís Alves,**  
Fidelidade Assistance

The following progresses have been made:

- The **MyFidelidade app** gained new features, such as automatic reimbursements, requests for reimbursements of healthcare costs only with a picture of the invoice, follow-up of the statuses of authorisation and reimbursement requests; consultation of available capitals per cover; digital health card; and the generation of a code without card in case of need to use the insurance if you do not have your Multicare card with you. In the case of Fidelidade Assistance, with direct connection to the internal systems, the app increases the level of effectiveness and performance in the management of each claim, and provides assistance in the management of stress and anxiety of customers, that are now able to follow up the tow truck in real time.
- **Fidelidade Drive** is a pilot project, launched in 2018, that enhances the Group's investment in prevention. It is an innovating app associated to the motor insurance to record the insured's behaviours in real time. The recording, made possible through telematics, generates a scoring for drivers with more responsible road behaviours that are converted into discounts on the insurance premium or on the underwriting of products.



For Fidelidade Car Service, innovation is not just technology. It is also the attention and dedication we give in the assistance to our Customers! Thus, we highlight some of the most remarkable initiatives of 2018.

**e-Car Service:** By analysing the short and medium-term future of the vehicles on the road, we foresee a democratisation of the access to and use of electric/hybrid vehicles. Thus, we have initiated in 2018 (to be foreseeably concluded in 2019) a feasibility study on the installation of an area specialised in the repair of electric vehicles, a solution which covers the specialised repair of aluminium and the creation of electric vehicle charging stations, which can be used by external customers and by the Group's employees.

**Car Service Unidade Auto:** This initiative started being studied in 2018. In 2019, we intend to purchase a vehicle that will be adapted, equipped and fit to proceed to small interventions (spot & smart repair), whether at the car parks of Fidelidade's buildings, whether at those of our corporate customers.

**FNOL:** Bearing in mind the shareholding framework of Fidelidade Car Service and in cooperation with GEP, we have integrated a work group for the study of solutions that would allow to incorporate in the budgeting process solutions based on artificial intelligence and machine learning processes. The outputs of this proof of concept will enable, among other things, to optimise costs and repair deadlines.

All of these initiatives are part of the process of differentiation that we intend to imprint on the scope of the motor ecosystem, that our Shareholder intends to continue leading.

Apart from innovation, Social Responsibility is also very dear to us! Therefore, as we have an employee with reduced mobility, we have decided to purchase an electric scooter which will enable him to improve his quality of life, at a personal level and professionally.

**Luís Albergaria,**  
Fidelidade Car Service

# Innovating: further support to the best ideas



**Protechting**, based on a vision shared by Fidelidade and Fosun which defines entrepreneurship as a source of innovation essential to the construction of future societies, is intended to support the development of international projects that contribute to the protection of people in three strategic areas - Healthtech, Insurtech and Fintech. In its third edition, Luz Saúde strengthened its involvement and the private German bank Hauck & Aufhäuser was part of this competition for the first time, which had its Final Pitch at the Web Summit.

Since its first edition, the Protechting programme has already received over 250 applications from start-ups of 42 countries. In 2018, the programme received 3 Awards in China. Three start-ups with innovative solutions were distinguished in this edition: Criamtech, Wall-i and Copsonic.

## KEY FIGURES

In 2018 over

# 200

applications were received from 35 countries.

Center for Transformation is based on the premise that the future will take a course different than the one taken until now, within a context in which the transformation of the Group's business and structure is a constant reality. Focused on the observation of market dynamics and trends and on the satisfaction of customers' needs, the CfT seeks to identify and develop innovative solutions and business models, creating new value proposals in the several ecosystems on which the Fidelidade Group bases its DNA (Home, Mobility, Health, Leisure and Entertainment). Within this context, the mission of the CfT is to promote and disseminate the innovation of the Fidelidade Group, materialised in practical initiatives leveraged by its abilities of transformation of the several areas, developing and capitalising internal resources and reducing the time of development and launch of the several ideas.

**2018 was a year of important activity, with more than 20 trends under analysis, which resulted in the piloting of 4 new ideas in the market.**

**João Pedro Machado,**  
Center for Transformation



## Innovating: more life to customers

Fidelidade has a human-centric strategy and a culture based on human value. It is based on these pillars that Marketing operates. Whether we are referring to products and services that we launch or to the communication strategy that we create, whether we are thinking of the preparation of our sales network to provide information about the protection needs of customers, we act with focus on people and on the strengthening of the proximity relationship we have with those who trust us. The “A Fidelidade continua” [“Fidelidade keeps going”] campaign is the expression of this attitude. Any place, any time, Fidelidade keeps going. It takes another step and goes further for those in need. Because when life surprises us or an obstacle stops us, it is human values that can make a difference in the recovery of each person, in their ability to rise up again or to reinvent themselves. So that life won't stop.

**Sérgio Carvalho,**  
Marketing

Within innovation and digitalisation, the Fidelidade group launched two new products:

- **Fidelidade Go** | In order to attract the younger segments, usually more distanced from the reality of insurances, the Group launched in 2017 a travel insurance intended to protect young people that travel abroad to study in medium and long-term programmes. The covers include illness or accident, protection in case of loss of documents or luggage, but also of electronic devices and landlord's goods, in case of problems.
- **Fidelidade Pets** | Pets are definitely part of the family universe in Portugal. We estimate that currently over two million Portuguese homes (56%) have at least one pet, which represents nearly 6.2 million animals. To the owners of pets, the Fidelidade Group offers an insurance with a set of covers of health and well-being, third-party liability, legal protection and funeral costs. This insurance has already thousands of subscribers and the guaranties of assistance and legal protection are ensured by Fidelidade Assistance, which provides a telephone line for veterinary counselling and guidance. The offer is being enhanced with a Network of Providers, with Veterinary Medicine Assistance Centres, as well as with a Network of Partners, with several services such as hotels, day care centres, bath and grooming, canine training, pet shops, food, dog walking or pet-sitting. Another step towards the broadening of the offer, thinking of families.

# Assessing: more prevention for corporate customers

2018 brought a new thrust to the dynamics initiated in the previous year, with the improvement of processes and products of risk assessment and prevention regarding corporate customers, which has enabled to improve the level of knowledge of the risk in the portfolio and to follow-up and raise the awareness of our customers for the implementation of risk mitigation and accident reduction measures.

Following the work developed by its risk assessment specialists, Safemode has provided the sales department of Fidelidade with a tool to prepare simplified risk assessments, that have also provided relevant information about assets and occupational injuries, thereby optimising the sales process with the offer of new or improved/more adequate covers.

The year was also characterised by the consolidation of the focus on prevention, through the enlargement of the concept of the integrated offer of Workers' Compensation, Prevention and Health (FEPP - Fidelidade Empresas Pessoas e Produtividade) to a broader set of geographical areas, thus materialising the foreseen multiannual plan of growth of capacities, and that in time will enable to cover most of the national territory - specially where the presence of workers' compensation insurance is more significant to Fidelidade.

Safemode's more immediate future will include the execution of transformational projects, leveraged by new skills or by organisational suitability, with the purpose of meeting in an improved and more differentiated manner the growing needs of its customers.

One of the concepts being implemented is based on the investment in tools with added value for Fidelidade, such as the ScoreRisk platform which will enable the quantification, qualification, scoring

and link of relevant, precise and digital information for the different stakeholders, with benefits from the perspective of the insurance company and its customers.

The risk assessment supports developed within the Group enable to present specialised services adjusted to each customer, as is the case of **Cyber Safety**, a service already launched in the beginning of 2019, for companies with digital channels, consisting of analysing and diagnosing their risk profiles and insuring data and servers.

## KEY FIGURES

# 644

Specialised Risk Assessments

# 731

Simplified Risk Assessments

# 24,313

No. of employees covered by SST services

# 18

No. of Business Managers of the Company that received training in 2018



To Fidelidade, the knowledge, prevention and mitigation of its customers and employees' risks is an integral part of a sustainable strategy of protection of people and businesses.

It is with this purpose that Safemode has been carrying out its activities and using its skills at the service of the Group and its customers.

We highlight the involvement in the development of prevention ecosystems, the search for innovative solutions that will enable to reinforce the interconnection to the insurance business and the proximity to customers, and also the design of initiatives to promote a prevention culture associated to the insurance.

**Francisco Caetano,**  
Safemode



The work is becoming more and more digital, making business activities generate more and more data. This fact and the facilitated access to Automatic Learning methodologies has been enabling the use of Artificial Intelligence within the corporate context.

We consider that the use of these analytical capabilities enable the Fidelidade Group to differentiate its operations. In order to integrate those capabilities in its operations, it has created in its structure the Centre of Advanced Analytics, which has been developing these skills, making them evolve into the level of proficiency the company requires and making them available transversally to the entire Fidelidade Group.

The CAA has in its core the entire Advanced Analytics ecosystem, starting by obtaining the best information possible, then developing the level of necessary Data Science skills and techniques, and finally ensuring the integration of those new practices in the traditional business processes.

**Ricardo Jorge Gonçalves,**  
Centre of Advanced Analytics

# Optimising the skills of partners in the distribution channels

Although the digitalisation process ensures the proximity to and immediate feedback from customers, the Fidelidade Group has always been supported by a sales force based on branches, shops and intermediaries, continuing to invest in the strengthening of the skills of those partners. The year was marked by the simplification of some processes due to digitalisation and by the continuity of the training goals regarding intermediaries.

These were the main progresses:

- Due to digitalisation, we continued the enlargement of the Web Services system, integrating it in the own management systems of over 123 intermediaries and 15 brokers, contributing to increase the overall efficiency levels.
- We launched the 2nd edition of the Fórmula Alpha Programme, an accelerated growth programme, which started in 2017, with the purpose of building a business model, implementing good practice models and optimising the commercial growth of these intermediaries. 37 intermediaries, 11 associates, 21 employees of intermediaries and 32 managers of intermediaries participated in the second edition.
- The big innovation of 2018 was the Mercúrio Pilot Project, whose purpose is to prepare the change of behaviours of the commercial areas seeking the increase of the traditional network business through training. This project is part of Fidelidade's strategy to enhance the intermediaries' dynamics in attracting new customers, so that we can rely on a network

prepared for the future and with the best service to customers.

- In order to optimise the sales network we developed the Footprint app which enables Fidelidade to analyse, in an overall and swift manner, its national network of branches, their distribution based on the customer's profile and the market share of each one.

## KEY FIGURES

### Distribution channels training:

# 435

intermediaries involved

# 49

customer managers

# 27

people in CGD

# 2

people in CTT



# Digitalising: a better service with experts and adjusters

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Digitalisation is transforming the business model of GEP, inspection company of the Fidelidade Group, enhancing the efficiency of processes and a more focused response to customers' needs.

The digitalisation process has enabled the company to test innovative solutions in the insurance of damages to goods and also in the motor line of business:

- **Expert inspections on assets** | In partnership with BDEO – one of the winners of the 2017 Protechting, through the use of a smartphone app, GEP started performing video inspections, in simpler case files, thereby facilitating the remote assessment of damages without the experts having to travel.

This solution is associated to the repair service, ensured by CARES, another company of the Fidelidade Group, which makes it possible to present to Customers, at the place of the claim, a proposal of a solution for damage repair and with this solution a service that meets their needs.

- **Expert inspections on vehicles** | GEP is also innovating in this regard, creating a new concept of inspection that allows, through intelligent algorithms, to validate budgets performed by repair shops, and in parallel to assess damages exclusively based on photographs, apart from video inspection, a project which is also under development.



# Continuing caring for more health and well-being

In 2018 we continued doing what differentiates us and makes us market leaders: innovating in order to meet our customers' needs without fear of new risks, bringing forward what truly protects people.

**Maria João Sales Luís,**  
Multicare's Director

# CONTINUING CARING





**for more health  
and well-being**

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## Health is in Fidelidade's DNA, and the Group has taken on a commitment towards prevention, true protection in illness and the sustainability of the sector.

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### FEATURED

#### Medicina online | Senior Health 60+ | Prevention in health | OK! Saúde Go | B2Run

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Nowadays, the health sector faces important challenges, including growing healthcare costs, ageing population and increased incidence of oncological diseases. In parallel, there has been greater involvement by people in the management of their own health, changes in lifestyles towards adopting healthy habits and a preference for digital, simple and convenient experiences.

Within this context and in order to tackle these challenges, Fidelidade has been investing in the development of innovative products and services. In 2015, we launched the Multicare Proteção Vital Insurance which includes an Oncology cover unique in the market with a capital of EUR 1 million as well as capitals of EUR 500,000 for Hospitalisation, EUR 10,000 for Outpatient Care and EUR 1 million for Serious Illnesses. In 2016, Multicare launched the Medicina Online cover, which grants Multicare customers immediate

remote access to a general practitioner 24/7. In 2017, Multicare launched the Medicina Online app, which enables customers to schedule video-appointments with a general practitioner from Monday to Friday between 9 a.m. and 9 p.m.. In addition, we launched the OK! Saúde Go app which not only enables the digital management of OK! health insurances, but also encourages customers to practice physical activities. In 2018, we launched the range of Multicare 60+ Insurances, specially designed to meet the needs of customers over 60 years old.

More recently, there have been growing concerns about the increased prevalence of chronic diseases, mental illness and obesity. Committed to ongoing improvement and innovation, Fidelidade is already working on those topics whether individually, whether in conjunction with other insurance companies within the scope of the APS.



### **Our contribution to the Sustainable Development Goals**

About the SDG 3: Ensure healthy lives and promote well-being for all at all ages.

Fidelidade is proud to base its performance in the market on responsibility, sustainable development and excellence. In order to achieve the SDG 3, the Group has been investing in innovation, whether technological, whether in products and services.

Remote access to primary healthcare has been provided (Medicina Online) for a greater access to quality health care. In parallel, an ongoing work of update of the Multicare Network has been carried out, ensuring national coverage and the high quality of the providers.

In order to promote the well-being of all customers with a health insurance, the grace period of the Preventive Medicine cover has been reduced. In addition, within the scope of Medicina Online, we launched services of promotion of a healthier lifestyle (such as the Healthy Habits Test, Nutritional Guidance and the Põe-te em Forma Programme).

With the launch of the 60+ offer, Fidelidade sought to bridge the gap in offers of health protection to the senior segment.

# Medicina Online: Health in real time

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Multicare was the first insurance company in Portugal to launch a technological platform of telemedicine, which provided the access to a general practitioner 24/7.

Through the Medicina Online telephone line, it is possible to get medical counselling, any time, any place (Portugal and abroad). Through the Medicina Online app, it is possible to schedule and perform medical appointments by video call. Within the scope of Medicina Online appointments, it is possible to share images, tests and clinical reports with the treating physician. In case it is clinically required, the physician may prescribe medication and diagnostic tests electronically, these prescriptions being shared by e-mail and text message.

In addition and through Medicina Online, Multicare has democratised the Diagnosis Confirmation service. This service enables Multicare customers to access a second medical opinion of national and international specialists and to decide with tranquillity and safety about the treatment to be followed in case of a diagnosed illness.

Medicina Online also includes prevention services, such as the Healthy Habits Test (which assesses the customers' state of health and cardiovascular risk), nutritional guidance and the Põe-te em Forma Programme.

Since the launch of Medicina Online in 2016, Multicare has been reinforcing the value proposal of the platform with the introduction of new services. With the launch of Paediatric Assistance, Multicare has provided to all customers who have children counselling with paediatricians. With the launch of Traveller's Appointment, Multicare has provided to its customers who travel to far-off places access to counselling about preventive measures (vaccines and medication) and recommended care at the country of destination. More recently, Multicare has launched specialised services for customers with oncological diseases and their caregivers: Nutritional Guidance and Psychology.



Considering its unique value proposal, Medicina Online has been integrated in the insurance offer of the Fidelidade Group, with focus on the Life branch insurances and OK!Teleseguros insurances. Customers who have tried it are highly satisfied with the service and almost 100% of them intend to use it again.

The Medicina Online platform has been leading the telemedicine national offer, seeking to respond to the emerging health trends and the growing expectations of customers. Multicare has a quite ambitious development plan for Medicina Online, which includes the provision of new medical specialities and services of promotion of healthier lifestyles.

## KEY FIGURES

Over

**25,000**  
users of appointments

Over

**35,000**  
appointments

**20%**

of acute care is screened by  
Medicina Online

## Creating products and services for everyone

Besides the creation of new protection products for customers in case of illness or claims, the Fidelidade Group is more and more committed towards exploring new business models enabling to follow up customers closely (namely leveraging digital technologies), bridge the gap in offer for some population segments and promote prevention.

We highlight the following recent launches of products:

**Multicare 60+** | In 2017 we had already launched the Proteção Vital da Família, an insurance including health and life covers for the entire family, enhancing the Group's commitment of ensuring the access to healthcare in all ages.

Staying true to this commitment, in 2018 Multicare launched the Multicare 60+ range so that people over 60 may enjoy health protection. The range consists of 4 options: 2 simpler products and 2 more complex products. The simpler products provide access to medical care at more advantageous prices. The more complex ones include capitals for Hospitalisation, Outpatient Care (only appointments or capital) as well as the covers Medicina Online and Preventive Medicine.

In order to keep up with young people, who before starting a family are usually the most conservative users of health insurances, Multicare and Fidelidade have been creating services connected to the adoption of healthier lifestyles, such as nutrition and fitness.





In 2018 we continued doing what differentiates us and makes us market leaders: innovating in order to meet our customers' needs without fear of new risks, bringing forward what truly protects people. The Multicare 60+ offer is once again an example of this way of being and interpreting our mission. We will stay on the frontline of innovation, whether of products, whether of models of relationship with our partners, always with the customers at the centre of our decisions. These are the bases for further news in 2019.

**Maria João Sales Luís,**  
Multicare



**OK! Saúde Go** | OK! teleseguros was the first insurance company in Portugal to launch a programme which rewards customers who adopt a healthy lifestyle. This solution is available at the mobile app of OK! teleseguros for customers who have underwritten a OK! Saúde Insurance OK! Saúde 1, 2 or 3 (health insurances with the Hospitalisation cover). It is only necessary to sign up for the programme on the app and start walking to convert your movements into discounts on the following annuities of your health insurance.

# Encouraging cooperation and preventing occupational injuries

On the basis of the several health challenges within the scope of occupational injuries and occupational medicine, Fidelidade, in partnership with Safemode, has resumed some projects, such as the integrated solution of prevention for companies which combines occupational safety and health services and the workers' compensation insurance and health insurance. The commercial expansion of this global product through a more extended geographical area has enabled Fidelidade and Safemode to evolve their strategy of risk assessment with customers.

We highlight the following progresses:

- The **1<sup>st</sup> Fidelidade Medical Convention** was held, attended by 406 people, dedicated to encourage cooperation among the several professionals and institutions involved in the occupational safety and health topic, namely hospitals, discussing the best solutions for claimants and their reintegration after the accident.
- We carried out a **study** on work-related **musculoskeletal injuries**, one of the most common work-related health problems in Europe.

Due to the great incidence of this type of injuries, Fidelidade dedicated itself to the creation of a project to separate this type of injuries from occupational injuries with the purpose of raising the awareness of the medical, judicial and corporate communities to the need of properly classifying occupational illnesses, distinguishing them from occupational injuries.

- Fidelidade and Safemode are preparing the development of a **prevention ecosystem** with the purpose of raising the awareness of several players to the issue of occupational injuries and improving the well-being of employees who suffered injuries.

## KEY FIGURES

**Almost 24% of the workers say they suffer from back pain and 22% of muscle pain.**

# Helping to begin anew, side by side with the claimants



compromisso  
**WE CARE**

**WeCare** has been a project of Fidelidade for some years, dedicated to supporting claimants who suffered serious bodily injuries in their social, professional and family reintegration. It is still a reference project and continues to validate the Group's humane and caring attitude towards people.

In one of the rehabilitation areas, physical-therapy, two innovative solutions were launched: a programme enabling patients to perform the therapy at home, through an electronic device, with real-time monitoring of exercises; and a platform which combines artificial intelligence and biomechanical models enabling to make decisions suited to the situation of each claimant in less time.

## KEY FIGURES

**370**

case files being followed up by the social area.

**163**

new cases in psychological follow-up. To these cases are added 339 from previous years.

## Enhancing the adoption of healthier lifestyles



For the third consecutive year, the Group supported B2Run, the biggest international race circuit for companies that every year brings hundreds of people to a 5-Km race ending in an award ceremony, highlighting among others the FITTEST companies. Fidelidade has been, for the third consecutive year, the winner of this award and was the company that entered more employees in the race. B2Run uses sports to promote the balance between mind and body with companies. In overall, 290 employees of the Fidelidade Group entered the race. Fidelidade was the insurance company that insured all the racers in Lisbon and Oporto.

Also within the scope of promotion of healthier lifestyles and well-being, the Group has sought to develop awareness-raising initiatives with the employees regarding the importance of adopting healthier lifestyles, namely through the provision of free workshops. In 2018, **ten workshops were performed**, where some of the topics were focused on the promotion of well-being and healthier lifestyles, namely with topics such as Professional Body Posture, Food and Sports, and also Mindfulness and Meditation at the Workplace.







# Continuing strengthening the community

To structure our response to society needs made us grow and understand a transformation potential still new for us. Challenges appear, every day.

**Ana Fontoura,**  
Corporate Social Responsibility Office

# CONTINUING STRENGTHENING





**the community**

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The Fidelidade Group's strategy of involvement with the community integrates several axes intrinsically connected to the Group's challenges.

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## FEATURED

**Fidelidade Comunidade Award | Volunteering Programme | Ok! Gestual | Fidelidade Arte**

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This way, we defined as priority topics for community investment the inclusion of people with disabilities, prevention in health, ageing and culture.

Through several initiatives, some of them for many years, that involve employees and partners, the Fidelidade Group promotes the mitigation of vulnerabilities, awareness regarding volunteering and topics of social and cultural importance.



## Our contribution to the Sustainable Development Goals

About the SDG 10: Reduce inequality within and among countries. The purpose of the SDG 10 is to mitigate inequalities among and within countries, at the level of income increase, but also of access to equal opportunities.

**Reducing inequalities is a commitment that is part of the Fidelidade Group's involvement with the community and is at the core of some of the main initiatives of its Social Responsibility Programme. In particular, the Fidelidade Comunidade Award seeks to strengthen the social sector, contributing to the mitigation of inequalities in the area of health and ageing and regarding people with disabilities or permanent incapacities.**

# Fidelidade Comunidade Award

In 2018, there was the second edition of the Fidelidade Comunidade Award, committed to promoting the strengthening of the social sector. Once again, the bulk of social entities reacted, with a total of 511 applications received in the typologies of sustainability and project. After the evaluation process, 17 institutions were selected as winners in the several areas of performance of the Award: prevention in health, inclusion of people with disabilities or permanent incapacities and ageing.

2018 has also marked the process of monitoring of the first edition of the Fidelidade Comunidade Award, through the follow-up of the projects and initiatives of the 21 winning entities of the first edition. We sought not only to learn about the work carried out, but also to promote synergies enabling to maximise the impact of the projects and initiatives developed throughout the year. Some of those synergies included the donation of office furniture and computer equipment, contributing to the improvement of the work conditions and efficiency of said institutions.

We highlight the support granted to some of the winning entities:

## SEACOOOP

Seacoop promotes the development of labour market skills with vulnerable publics. Fidelidade contributed with the application of a quality management system which will enable the organisation to standardise services and procedures and improve its efficiency.

## APEXA: Pro-Life Project with Fidelidade

Through the contribution of nearly EUR 15 thousand it was possible to create the module of the Training Centre of Apexa, an entity that promotes the autonomy of young people with disabilities or permanent incapacities in the Algarve.

## HELP IMAGES: "Anorexia is not a fad"

Help Images identified the need to provide information about Eating Disorders with focus on anorexia nervosa to children, young people and their families, with the purpose of promoting a change of behaviours and enhancing healthy and reference models. Fidelidade has supported this purpose with the financing of the film "Anorexia is not a fad" which had its world premiere at the 2nd International Convention of the NDCA - Núcleo de Doenças do Comportamento Alimentar.

## KEY FIGURES

In 2018 the Fidelidade Group donated

# 775,476

euro to different projects and organisations of the social sector

The Fidelidade Comunidade Award was created in 2017. In its first edition, it awarded 21 projects among 580 applications received. The second edition, launched in 2018, granted EUR 500 thousand to 17 institutions country-wide.

## Sharing with the community: a commitment

Apart from the support granted to the 21 winning projects, in its annual Christmas edition «Pé de Meia» the Fidelidade Group's employees contributed to the implementation and renovation of the children's playground of Santa Casa da Misericórdia de Mértola, one of the winning entities of the 1st edition of the Fidelidade Comunidade Award, through the challenge «Quero um Baloço». Santa Casa da Misericórdia de Mértola is a private social solidarity institution whose area of intervention is the municipalities adjoining Mértola. It creates new responses to the social problems of the municipalities and, among its several facilities, in the area of Childhood and Youth they have a Nursery, a Kindergarten and a CATL - Children's Workshop. With the support of the employees and of the Group, it was possible to raise EUR 3,030 to equip the outer playground of the entity, thus enabling the children using the nursery, pre-school and CATL services of the organisation to have fun in a safer space, more suited to their needs.



As part of its community investment strategy, the Group invests in a Volunteering Programme whose purpose is to contribute to the social and economic development of the community in which the Fidelidade Group operates, and at the same time to stimulate a corporate culture showing involvement, cohesion and internal mutual assistance. The Programme focuses on the following axes:

- Volunteering of skills: involving the employees in volunteering activities where they may use their professional skills;
- Volunteering as a team: volunteering activities as a team in order to transform a situation within a short period of time;
- On-the-job activities: volunteering activities involving the community that take place at the company's facilities;
- Raising funds from employees.

In 2018, the Group continued to carry out activities within the Volunteering Programme with organisations such as the BIPP – Semear, an organisation that promotes employability and occupation of young people with special educational needs, the Banco de Bens Doados da ENTRAJUDA and Déjà Lu, a 'solidarity bookshop' that collects and sells used books, whose revenues go to the Associação Portuguesa de Portadores de Trissomia 21.

Some of the activities included the participation at the GIRO — the volunteering annual event

of the GRACE — that gathers companies and organisations to perform volunteering activities throughout the country. In eleven editions, the GIRO has already gathered over 7,000 volunteers, whose work in the field benefited more than 60 institutions and 19 thousand people in the country.

## KEY FIGURES

**The Fidelidade Group renewed its commitment to the Volunteering Programme of the Group:**

**112**  
institutions supported

**1,065**  
euro invested

**747**  
hours of volunteering  
(-6% comparing to 2017)

**208**  
employees involved

## Promoting inclusion in the offer

The Group's commitment regarding social inclusion was strengthened through the involvement of OK! teleseguros with the deaf community, a relationship that started in 2017 with the creation of the OK! Gestual service. OK! Gestual is a pioneer project in Portugal, that uses new technologies in the service of the deaf community in order to provide to them a customised service in Portuguese Sign Language, thus reducing the obstacles for deaf people in the access to insurance information and management and contributing to a more inclusive society. In 2018, this service was distinguished with the Recognition of Social Responsibility and Sustainability Practices, in the category of Human Rights, by the Portuguese Association of Corporate Ethics.



To note that the involvement of OK! teleseguros with the deaf community went way beyond the provision of the OK! Gestual service. In 2017/2018, OK! Gestual sponsored the theatre play "A Fada Juju e a Festa dos Sentidos", a children's musical whose mission was to promote equality and tear down barriers, fears and prejudices, from early childhood. Employees and customers were invited to attend exclusive sessions.

In order to promote a closer relationship with the deaf community, OK! teleseguros also sponsored the equipment of the futsal team of the Portuguese Deaf Association, which was handed out at a friendly match between the members of the association and the employees of OK! teleseguros.



# Providing: art as everyone's right

## FIDELIDADE



FIDELIDADE ARTE is a space for contemporary art exhibitions that fits within the scope of the Social Responsibility Programme of the Fidelidade Group. Located in centre of Lisbon, at Chiado, it is a landmark that provides to everyone free access to national and international artistic projects, thereby strengthening the commitment of the Fidelidade Group to education, literacy and culture.

In 2018 five exhibitions stood out, which included the involvement of over four thousand participants throughout the year. One of those exhibitions, dedicated to the theme «O Espelho da Alma» [The Reflections of Soul], included forty images in black and white collected by artist Yang Yankang over a period of 10 years, which reflect the spirituality of religious life in Tibet.





# Continuing preparing actions to combat climate changes

To draw closer to our customers in more complex claim scenarios.

**Bruno Militão Ferreira,**  
GEP's Director

# CONTINUING PREPARING





**actions to combat  
climate changes**

It is clearer and clearer that climate events are becoming more frequent and more severe. With these changes, on top of population increase and urbanisation, it is expected that losses and damages also increase.

## FEATURED

**Action upon catastrophes | OK! Elétricos | OK! Bike | Certification of workshops**

However, it is essential to invest in preventive measures in order to ensure a rapid response capacity and avoid high socioeconomic impacts.

Insurance companies, motivated by risk management and assessment, are naturally able to contribute with their knowledge and expertise to help defining the most adequate prevention and mitigation policies. It was on this basis that the Maps of Flood Hazards and of Risk in Climate Change Scenarios were prepared by the APS – Associação Portuguesa de Seguradores, of which the Fidelidade Group is part, and by the Faculty of Science of the University of Lisbon. Works were also carried out regarding seismic risks, as Lisbon is the second city in Europe with the highest seismic risk.

The Group is dedicated to develop a better management of climate events and a swifter response capacity, articulated with the several departments and companies of the Fidelidade Group.



## Our contribution to the Sustainable Development Goals

About the SDG 13: Take urgent action to combat climate change and its impacts. This goal is naturally related to the commitments taken on by the countries that ratified the Paris Agreement, which was negotiated within the United Nations Framework Convention on Climate Change (UNFCCC) during the COP 21 in 2015.

The investment in prevention is at the heart of the Fidelidade Group's commitment to society. The Group has been working on the problem of climate changes, whether through the thorough assessment of customers' risks, in order to propose more adequate covers, whether through the management of case files related to climate events in Portugal, e.g. in 2018 during storm Leslie. Products and services are also being developed that will contribute to the minimisation of environmental impacts and predictive models are being developed to improve risk management.

# Climate events: how to take action

Even if only climate events with a certain social and economic dimension are made public, every year in Portugal insurance companies must deal with climate impacts related to floods, storms or heat waves. These events have pressured the sector to sophisticate its data analysis in order to map risk areas and consequently develop some joint initiatives. This was the case of the first national mapping of flood hazard areas in 2015, coordinated by the APS, in which the Fidelidade Group was involved, and the case of the forest mapping that the APS began developing after the 2017 fires.

Within the scope of business management, Fidelidade has two plans of action that are automatically triggered in situations of extreme climate events: in the case of private customers,

the Plan of Action for Catastrophes, and the in case of companies, the Emergency Plan. The purpose of this type of actions is to improve the efficiency in the response to customers, mostly because the safety of goods and people may be at stake.

## KEY FIGURES

**300**  
million paid by insurance companies  
following the 2017 fires

## Storm Leslie: working as a team for a quick response

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Following the 2017 fires, which resulted in well-known disastrous consequences, GEP began consolidating some internal processes, that in 2018 enabled it to provide a quick response to the impacts of storm Leslie, which has also caused considerable material damages. 7,000 inspections were performed within one month.

Such an efficient response was made possible due to the articulation between internal and external teams, namely the Commercial Structure, Business Departments and Experts. In this case, the extent of damages in the field eventually triggered a wave of internal cooperation, which made all these departments mobilise in order to ensure the commitment of optimising the entire process of expert inspections in good time,

according to circumstances. For that purpose, the Group also benefited from the vital assistance of the commercial structure at a local level. Thanks to this joint effort it was possible to maintain the same position of quick response that characterises us in the scope of minor claims. For the first time, the mobile unit created based on the experience of the 2017 fires was also in the field, which went to Figueira da Foz with the purpose of dealing with some more complex claims, enabling to meet the needs of our customers in a proactive manner.

The response to the consequences of the storm has not only had a positive impact on the claimants, but also on the company due to the strengthening of the importance of team work.





2018 is marked by the digitalisation process which is transforming GEP's business model, enabling the company to test innovative solutions with a direct impact in the assets and vehicles inspection departments: within the scope of expert inspections on assets, resorting to an app we began performing video inspections; - within the scope of expert inspections on vehicles, resorting to intelligent algorithms and also to video inspections, a project which is still ongoing.

Leslie, the storm that in 2018 gave rise to 7,000 inspections within a single month, also triggered a heavy mobilisation on the part of several departments of the Company

(commercial structure, business departments and experts), enabling us to keep the performance that characterises us in minor claims. It was also with storm Leslie that we have had the opportunity of testing GEP's mobile unit, created based on the experience of the 2017 fires, which enables us to draw closer to our customers in more complex claim scenarios. The holistic approach to this storm ended up having a strong positive impact on the claimants but also on the company due to the strengthening of the importance of team work.

**Bruno Militão Ferreira,**  
GEP's Director

# Surprising: innovating in a more environment-friendly offer

With eyes set on the future, OK! teleseguros invested in sustainable mobility and has nowadays two strategic products in its portfolio:

**OK! Auto Elétricos** | an exclusive insurance for 100% electric vehicles (cars and motorcycles), which includes guarantees adapted to the needs of this segment, as is the case of towage up to the closest fast charging station, differentiated rental prices for vehicles in selected vehicle rental companies, protection for charging cables and a series of discounts in products and services related to sustainable mobility. Due to the commitment of OK! teleseguros to the development of this offer, the company takes active part in the greatest sustainable mobility events in Portugal, with the purpose of strengthening its position, creating a closer relationship with the public who is interested in these matters and clarifying doubts about these matters and the OK! Auto Elétricos insurance.

**OK! Bike** | a personal injury and third-party liability insurance for those who ride bicycles for recreational purposes, covering treatment costs and including assistance and legal protection services for the cyclist. OK! Bike stands out in the market due to its georeferencing-based assistance service: Assistência GEO. Valid in the entire national territory, Assistência GEO ensures the exact location of the insured person in case of an accident and/or sudden illness, as well as the emergency and medical counselling telephone assistance service which, in case of need, will trigger the intervention support appropriate to each situation. Both guarantees are unlimitedly available in the OK! Bike insurance.



Following the launch of OK! Auto Elétricos in 2017, a product with a special discount exclusively intended for 100% electric vehicles, in 2018 the insurance company focused mainly on improving this solution, developing exclusive guarantees and benefits for this market segment.

By creating conditions for the granting of a special discount and by developing an offer suited to the needs of customers owning 100% electric vehicles, the insurance company wanted to contribute to encourage a more sustainable and environment-friendly mobility and consequently to clearly invest in this segment of vehicles.

Up to March of this year, the number of electric vehicles in the portfolio grew more than 300%, which shows that the investment

in electric mobility meets the customers' needs.

In 2018 OK! teleseguros attended several events related to electric mobility, namely the Lisbon Mobi Summit as official sponsor of the Global Mobi Awards, the Hybrid and Electric Automobile Show of Porto and the 6th National Meeting of Electric Vehicles organised by the Association of Electric Vehicle Users (UVE).

The presence at these events was vital not only to strengthen our position, but also to improve the understanding about the risks and opportunities within the scope of mobility, sustainability, ecology and environment.

**Miguel Vilarinho,**  
OK! teleseguros



# Continuing expanding with a new vision of the Group in the world

To invest in countries with an economic development potential, investing in overcoming the challenges they pose to us.

**Luis Marques,**  
International Business

# CONTINUING EXPANDING





**with a new vision  
of the Group in  
the world**

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The purchase of the Peruvian insurance company La Positiva and the consolidation of the Fidelidade Group's presence in other geographies where it operates, in 2018, constituted a turning point for the internationalisation vision of the Group.

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In 2018 the Fidelidade Group consolidated the markets where it operates but, most of all, adopted a strategic attitude towards the selection of new markets to enter and towards its position in each country of the Group. This new vision distances itself from an internationalisation in part connected to the historic past of the Group and associated to the connection with Caixa Geral de Depósitos.

Today, it is the diversification of markets, the creation of synergies and the transfer of innovation and skills among markets that commands the Group's internationalisation strategy.



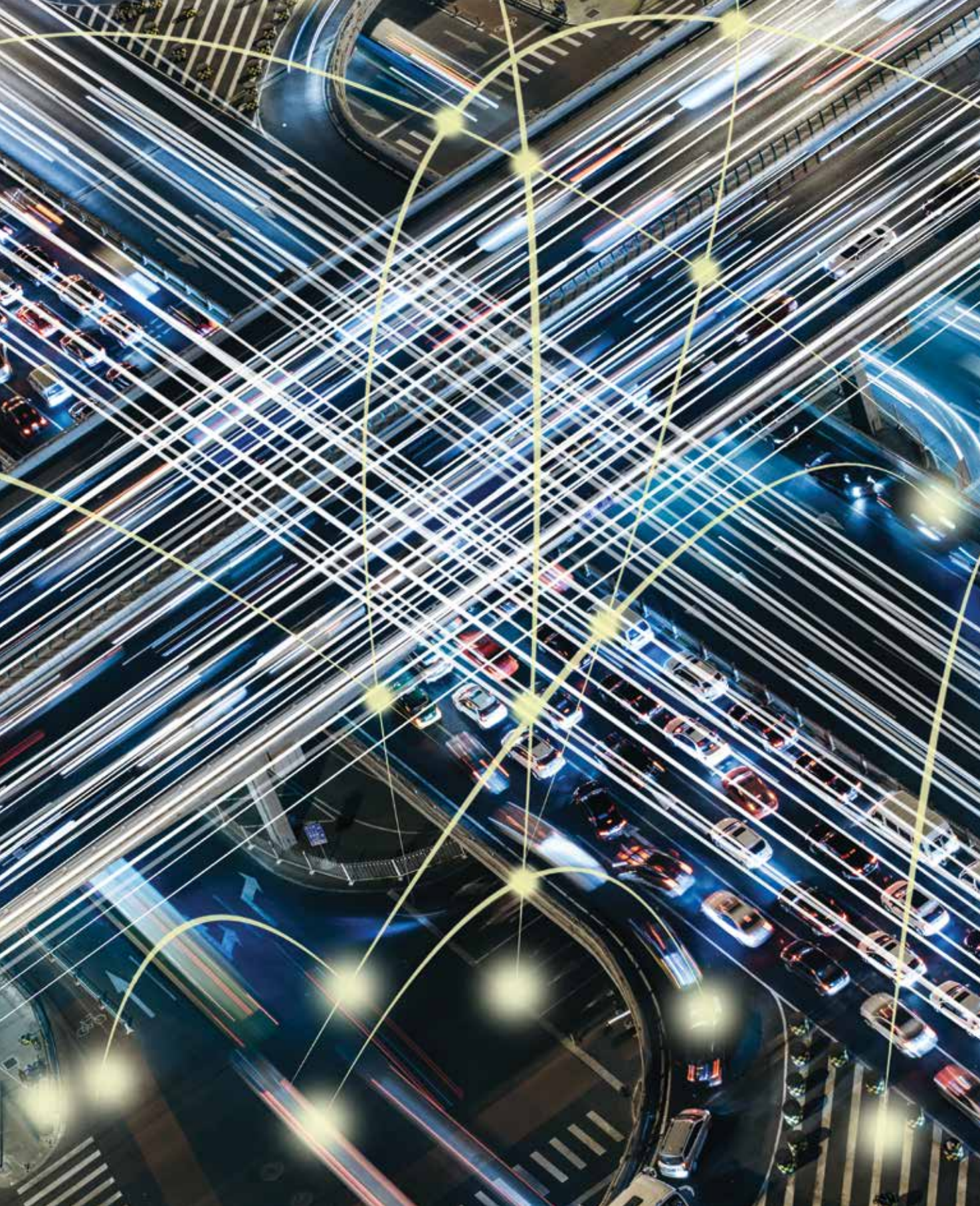
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#### Our contribution to the Sustainable Development Goals

About the SDG 17: Strengthen the means of implementation and revitalize the global partnership for sustainable development. Goal 17 is the last of the goals and seeks to encourage the mobilisation of institutions and resources towards sustainable development, promoting also the qualification and transfer of technology to developing countries.

To the Fidelidade Group, investing in internationalisation is a strategic priority of diversification and creation of synergies and of transfer of innovation among companies, and most of all among markets. However, it is also a commitment to the development of the markets where the Group decides to operate, whether in the development of people, in the creation of infrastructures or in the provision of services and solutions to the population.





## PORTUGAL

- Registered office and main centre of operations
- Market leader with an overall share of 34.7%

## SPAIN

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

## CAPE VERDE

(Garantia Seguros)

- Majority shareholding interest in Garantia, market leader with an overall share of 58%



**PERU**  
(Positiva)

**BOLÍVIA**  
(Alianza)

**PARAGUAI**  
(Alianza Garantia)

## ANGOLA

- Majority shareholding interest in Fidelidade Angola
- Registered a continuous business growth (7% growth in 2018 in the local currency)

## FRANCE/LUXEMBURG

- Present since 1997
- Focus on Portuguese-descendant community

## MACAO

- Representing the presence of Fidelidade in Asia
- 6<sup>th</sup> biggest Life and Non-Life insurance company

## MOZAMBIQUE

- Operation launched in December 2014 for the Life and Non-Life branches

## Purchase of insurance company La Positiva

In 2018, the Fidelidade Group proceeded to the purchase of 51% of the Peruvian insurance company La Positiva Seguros y Resseguros, thereby entering the Latin-American market. The purchase of a company of this dimension in a new market is a landmark in the consolidation of the internationalisation strategy, as a turning point in a strategy until now very focused on Portuguese-speaking markets.

The purchase of La Positiva materialises the importance and the strategic priority that international expansion takes on nowadays in the Fidelidade Group, as a way of diversifying the business and guaranteeing new paths for growth. But international expansion means much more than that. Besides the identification of markets where the Group's skills may present competitive advantages, internationalisation is nowadays a mechanism of transfer of knowledge, skills and innovation between each company of the Group, being also a differentiating factor that currently provides employees with the opportunity of developing their paths in several geographies.

The transfer of skills among companies enables also to expand each market, promoting innovative and competitive solutions, contributing to the economic development and the creation of infrastructures in all the geographies where the Group operates. One example of this commitment is the work being carried out between Garantia Seguros, in Cape Verde, and GEP, in Portugal. The potential for innovation, namely the development of pilots in Cape Verde, enables the creation of new experiences in the market. For example, in 2018 preparation works were carried out for the opening of a GEP in Cape Verde, promoting the development of the market and the transfer of synergies among companies of the Group and markets.

It is this transfer of synergies, the sharing of experiences and skills among employees of different geographies and the potential of diversification and growth through the presence in different markets that distinguishes the Fidelidade Group's investment in internationalisation.



Fidelidade operates in the world in 3 continents...

In Europe, in France and Spain, main partner of the Caixa Group, in the marketing of insurances, we provide a diversified offer, focused on customers' needs.

In Asia, we operate in Macao, where in 2018 we had a 160% growth in the Life Branch year-on-year.

In Africa, Fidelidade's presence began in Cape Verde where we are market leaders. In Angola, since 2011, we have had a rapid growth and we are already the 3rd biggest insurance company. In Mozambique, we started a greenfield in 2015, which over the past year grew 120% year-on-year.

Committed to the growth and diversification of our presence in the world, we intend to extend it to China and Latin America, in Peru and Chile, so that we may be operating in 4 continents.

**We want to invest in countries with a potential of economic development, by investing in overcoming the challenges they pose to us. We intend to take an active part in the development of the insurance sector in the countries where we operate, incorporating their culture but standing out through our service quality.**

**Luís Marques,**  
International Business

# The Fidelidade Group abroad

## ANGOLA

Present in the market since 2011, the Angolan market is nowadays one of the main markets of the international portfolio, Universal Seguros being the 3rd largest insurance company in terms of turnover, setting itself apart through its service quality and a diversified and broad offer of products.



## FRANCE

The French branch has been one of the most important operations in the international business. Through a diversified offer and a solid distribution network, this branch has been the main insurance company in the country for the Portuguese and the Portuguese-speaking communities.

## CAPE VERDE

Operating in the Capeverdean market for over 20 years, Garantia Seguros, owned by the Fidelidade Group, continues its sustained growth, having opened three new agencies in 2018.



## MACAO

Present in Macao since 1999, the Branch consolidated in 2018 its growth trajectory, receiving new employees and expanding its facilities.

## SPAIN

In Spain since 1995, the group's branch has been evolving since its main role as promoter of solutions of support for the Group's customers with businesses in Spain. Nowadays, the business extends to solutions for private customers, with a diversified range of services.



## MOZAMBIQUE

In Mozambique since 2015, Fidelidade's mission is to contribute in an active, constructive and sustained manner to the development of the insurance business in Mozambique, seeking to become a reference insurance company in this market.

# Strengthening our mission outside Portugal

## **CAPE VERDE | MORE BOOKS FOR SCHOOLS**

Corporate initiative of the Fidelidade Group that allowed to collect and donate nearly 37 thousand books to schools and institutions throughout the Capeverdean territory.

## **CAPE VERDE | MORE SHARING, MORE EXPERIENCES**

Seeking to promote and provide an exchange of experiences, Garantia Seguros has been promoting a close cooperation and sharing with Fidelidade's departments by organising visits by the Capeverdean team to Fidelidade in Portugal, and vice-versa. Within this scope, several visits were carried out between teams from Garantia, Fidelidade and Multicare.

## **FRANCE | RENEWAL OF ACKNOWLEDGEMENT**

Multisanté, bilateral health insurance between France and Portugal intended for the French retired community in Portugal has won for the second consecutive year the Argus d'Or 2018 award in the category of Best Affinities Insurance.

## **MOZAMBIQUE | OPEN DAY SAÚDE**

The branch organised in its registered office in Maputo a Health Open Day for all its partners, customers, friends and employees. In this event, information was provided about the services and facilities of Fidelidade Mozambique and the participants were challenged to take part in a healthy activities programme, including screenings, tests, appointments and service demonstrations, provided by a set of partners in the area of healthcare and well-being.

## **MOZAMBIQUE | FOR ROAD SAFETY**

We promoted the Road Safety Forum, that brings together the several private sector companies of Mozambique in order to discuss and define commitments that promote road safety and reduce the country's claim rate.

## **MOZAMBIQUE | INNOVATION**

The «Protechting» programme was launched in Mozambique, at Moztech, the country's technology event. «Protechting» is an initiative of Fidelidade Portugal and Fosun that fosters a culture of cooperation and innovation and supports innovative start-ups in the areas of Insurtech, Fintech and Healthtech.

## **MACAO | AID IN CATASTROPHES**

In partnership with the Sands China Limited group, Fidelidade became the official manager of the Hato Education Sponsorship Fund, intended to follow up the future of children and young adults whose fathers or mothers were victims of the typhoon Hato occurred in August 2017, namely through the financing of these children's education.



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Our job is to restore assets and people, whenever possible, to their original state, thereby recovering their pre-accident normality.





# The partner behind the insurance company

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On the night of 13 October, hurricane Leslie struck the Portuguese coast with wind gusts of nearly 200 kilometres per hour. Contrary to initial forecasts, it was not Lisbon but Figueira da Foz the first city to be affected, followed by Montemor-o-Velho, Mealhada, Pombal, Coimbra... Thousands of homes and urban facilities were damaged by its rage. Fidelidade alone registered nearly 10,000 claims. Fortunately, contrary to what happened within the scope of the fires in Pedrógão and the centre of the country in 2017, there were no mortal victims or serious injuries.

On the same day, Sunday morning, experts' teams of Fidelidade from the entire country began working and within one month assessed damages and provided compensation to the insured in an extraordinarily short period of time for such a big catastrophe.

When the storm ends, we keep going. That was the motto for the latest communication campaign of the company, which shows the true nature of the work of an insurance company. In a discrete and agile manner, symbolised by feet in motion, our job is to restore assets and people, whenever possible, to their original state, thereby recovering their pre-accident normality.

When the unexpected occurs, in thousands of daily accidents (on the road, at work, at home...) and in catastrophic events, a team of people, with the most varied occupations, work towards providing to the insured and injured third parties a just and swift compensation, so that life won't stop.

The frequency of catastrophic events resulting from atmospheric phenomena (winds, high temperatures...) - more than 30 over the last

10 years -, as well as high rates of road and occupational accidents we suffer, higher than in the countries closest to us, tell us that we need to invest more in prevention.

Thousands of accidents could be avoided, damages could be reduced and future welfare could be safeguarded through active prevention.

Unfortunately, whether individually or collectively we are not aware of the risks to which we are exposed. A prime example of this is that in many companies self-protection measures are not always used, occupational health is a more of a legal obligation rather than an opportunity to prevent chronic diseases and prevention and safety are just other obligations that must be complied with.

Fidelidade intends to contribute to mobilise its insured persons towards prevention, so that they may avoid what can be avoided and minimise damages when these are inevitable. Technology will be of great help in this vast project. A good example is the Smart Drive app that enables the insured to be acquainted with their driving style and identify their risks factors so that they may correct them, and for this reason it received an award. Or the cyber risk solution for small and medium enterprises, enabling them to identify their main vulnerabilities within the scope of digital safety.

For private customers and for companies we intend to be more than your insurance company - a partner before catastrophes occur and even after, if catastrophes do occur.

**José Alvarez Quintero,**  
Fidelidade's Director

# Certification renewal

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## RENEWAL OF THE ISO 9001 QUALITY CERTIFICATIONS OF THE FOLLOWING COMPANIES OF THE FIDELIDADE GROUP

### **OK! teleseguros**

With zero non-conformities

### **Fidelidade Assistance**

With zero non-conformities

### **GEP**

With zero non-conformities

### **Safemode**

Renewal according to ISO9001:2015 and extension of the scope to include occupational health

### **Multicare**

With zero non-conformities and identification of 9 strong points

## OTHER RENEWALS

Renewal of the environmental certification by **Fidelidade Car Service**, as a result of the suitable treatment of waste produced

Renewal of the Family Responsible Company (FRC) certification granted by the Másfamilia foundation to **Fidelidade Assistance**

Certification of **GEP** by the Directorate-General for Employment and Labour Relations (DGERT) as a training entity

Renewal of the certification of **Fidelidade Car Service** as a 5-Star Workshop by the CZ

Maintenance of the Accreditation of the Testing Laboratory according to the requirements of NP EN ISO/IEC 17025:2005, by **Safemode**

Certification of **EAPS** by the Directorate-General for Employment and Labour Relations (DGERT) as a training entity

# About this report

This is the 6<sup>th</sup> Sustainability Report of Fidelidade, which reports the Group's activity in 2018 and presents the performance and practices of economic, social and environmental nature of

companies operating in Portugal. We chose to refer to those companies by their commercial brands and not by their legal name, as follows:

- **Fidelidade** (Fidelidade – Companhia de Seguros, S.A.)
- **Multicare** (Multicare – Seguros de Saúde, S.A.)
- **OK! teleseguros** (Via Directa – Companhia de Seguros, S.A.)
- **Fidelidade Assistance** (Fidelidade Assistência – Companhia de Seguros, S.A.)
- **Safemode** (EAPS – Empresa de Análise, Prevenção e Segurança, S.A.)
- **GEP** (GEP – Gestão de Peritagens, S.A.)
- **Fidelidade Car Service** (Cetra – Centro Técnico de Reparação Automóvel, S. A.)
- **Fidelidade Property** (Fidelidade Property Europe, S.A.)

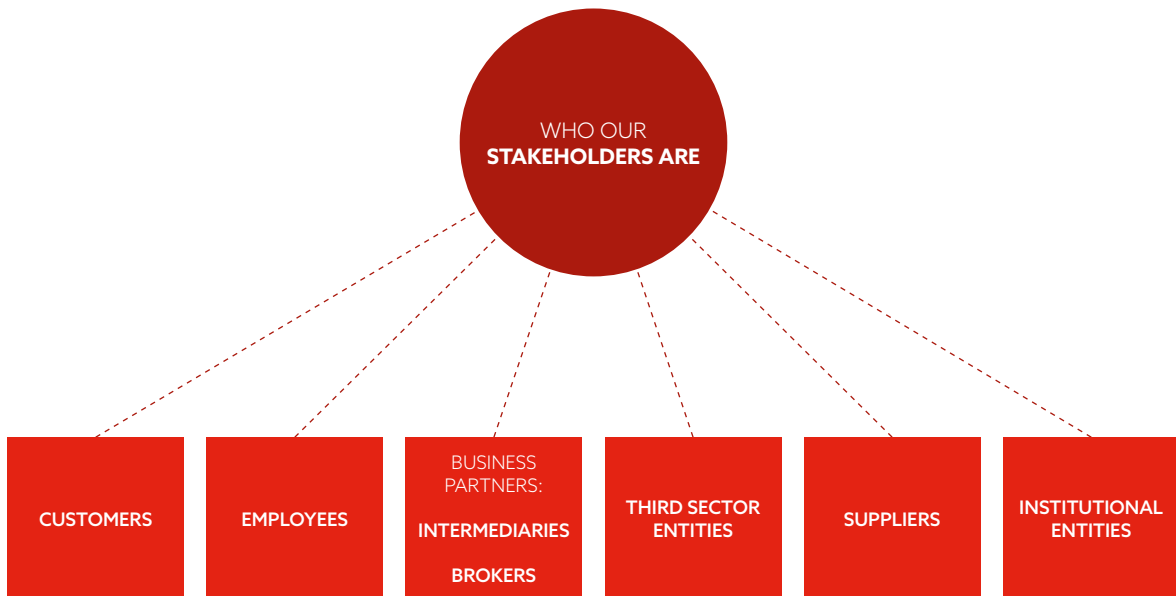


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## OUR STAKEHOLDERS

The content of this document reflects the way the WeCare commitment, guiding the Fidelidade Group, fits into our value chain, whether in the management of our companies, whether in the creation of products and services that incorporate the concerns of society. Apart from the initiatives and performance indicators, the definition of the commitments and the eight priorities of the Group related to sustainability was possible only thanks to the articulated involvement of several employees of the Group from different departments and companies.

This process of co-construction, sharing and involvement still guides the Fidelidade Group's activities. Being the involvement and the management of the relationship with stakeholders a key strategy of the Group's performance, it is currently understood in a broader sense, seeking to generate positive impacts, not only on customers and the internal organisation, but also on the community surrounding the Group, that is nowadays an integral part of its involvement policy.



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## **STRUCTURE**

The analysis of the materiality of this report follows the reflection made in 2016, the priority topics having been reviewed in the light of the current context of development of the group and of analysis of society's challenges. These topics were aligned with the Sustainable Development Goals considered as a priority by the Fidelidade Group and in the performance chapters for 2018 we highlight the projects and initiatives we consider to be most relevant with important impacts not only in terms of said goals, but also in terms of innovation and future development in terms of the involvement of stakeholders.

The reading of this document must be complemented by the 2018 Performance Report, where we share the evolution of performance indicators of each company considered within the scope of this presentation of accounts. As usual, the data presented in this document reflect above all else the performance in 2018.

This report follows the preparation guidelines for Sustainability Reports developed by the Global Reporting Initiative (GRI), Standard version, in accordance with the Essential option, the sectorial supplement having been also considered, which was defined by this organization for the Financial Sector.

## **EXTERNAL VERIFICATION**

In order to analyse the compliance and reliability of the information provided, this document has been submitted for verification by an independent external entity.

## **DOUBTS AND CLARIFICATIONS**

Any additional information requests, clarification requests or suggestions about this document may be sent to:

**[fidelidade@fidelidadecomunidade.pt](mailto:fidelidade@fidelidadecomunidade.pt)**

# 89

**Employees involved**

# 54

**Focal Points**

# Verification statement

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## ***Independent Limited Assurance Report*** ***(Free translation from the original in Portuguese)***

To the Board of Directors

### ***Introduction***

1 We were engaged by the Board of Directors of Fidelidade – Companhia de Seguros, S.A. (“Fidelidade” or “Company”) to perform a limited assurance engagement on the GRI indicators, GRI Standards version, and specific indicators which integrate the sustainability information included in the Sustainability Report 2018 and in the Performance Report 2018, for the year ended in December 31, 2018, prepared by the Company for the purpose of communicating its annual sustainability performance.

### ***Responsibilities***

2 It is the responsibility of the Board of Directors to prepare the GRI indicators and the specific indicators included in the Sustainability Report 2018 and in the Performance Report 2018, in accordance with the sustainability reporting guidelines Global Reporting Initiative, GRI Standards version and with the instructions and criteria disclosed in the Sustainability Report 2018 and in the Performance Report 2018, as well as for the maintenance of an appropriate internal control system that enables the adequately preparation of the mentioned information.

3 Our responsibility is to issue a limited assurance report, which is professional and independent, based on the procedures performed and specified in the paragraphs below.

### ***Scope***

4 The work performed was conducted in accordance with International Standard on Assurance Engagements (ISAE) 3000 (Revised) “Assurance engagements other than audits or reviews of historical financial information”, issued by the International Auditing and Assurance Standards Board of the International Federation of Accountants. This standard requires that we plan and perform the assurance engagement to obtain limited assurance about whether the GRI Standards indicators and specific indicators are free from material misstatement.

5 Our limited assurance work also consisted in carrying out procedures with the objective of obtaining a limited level of assurance as to whether the Company applied the GRI guidelines in the sustainability information included in the Sustainability Report 2018 and in the Performance Report 2018, for the option “In Accordance - Core”.

6 For this purpose the above mentioned work included:

- i) Inquiries to management and senior officials responsible for areas under analysis, with the purpose of understanding how the information system is structured and their awareness of issues included in the report;
- ii) Identification of the existence of internal management procedures leading to the implementation of economic, environmental and social policies;

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- iii) Testing, on a sampling basis, the efficiency of processes and systems in place for collection, consolidation, validation and reporting of the performance information previously mentioned, through calculations and validation of reported data;
- iv) Confirmation that operational units follow the instructions on collection, consolidation, validation and reporting of performance information;
- v) Execution of substantive procedures, on a sampling basis, in order to collect evidence of the reported information;
- vi) Comparison of financial and economic data included in the sustainability information with the audited by the external auditor, in the scope of the legal review of Fidelidade's financial statements for the year ended in December 31, 2018;
- vii) Analysis of the process for defining the materiality of the sustainability issues, based on the materiality principle of GRI Standards, according to methodology described by the Company in the Report;
- viii) Verification that the sustainability information included in the Report complies with the requirements of GRI Standards, for the option "In Accordance – Core".

7 The procedures performed were more limited than those used in an engagement to obtain reasonable assurance and, therefore, less assurance was obtained than in a reasonable assurance engagement.

8 We believe that the procedures performed provide an acceptable basis for our conclusion.

#### ***Quality control and independence***

9 We apply the International Standard on Quality Control 1 (ISQC1) and, accordingly, maintain a comprehensive system of quality control including documented policies and procedures regarding compliance with ethical requirements, professional standards and applicable legal and regulatory requirements.

10 We have complied with the independence and other ethical requirements of the Code of Ethics for Professional Accountants issued by the International Ethics Standards Board for Accountants and of the ethics code of the Institute of Statutory Auditors.

#### ***Conclusion***

11 Based on the work performed, nothing has come to our attention that causes us to believe that the GRI Standards indicators and specific indicators, that integrate the sustainability information included in the Sustainability Report 2018 and in the Performance Report 2018, for the year ended in December 31, 2018, was not prepared, in all material respects, in accordance with GRI Standards requirements and with the instructions and criteria disclosed in the Report and that Fidelidade has not applied, in the sustainability information included in the Sustainability Report 2018 and in the Performance Report 2018, the GRI Standards guidelines.

#### ***Restriction on use***

12 This report is issued solely for information and use of the Board of Directors of the Company for communicating its annual sustainability performance in the Sustainability Report 2018 and in the Performance Report 2018, and should not be used for any other purpose. We will not assume any responsibility to third parties other than Fidelidade by our work and the conclusions expressed in this report, which will be attached to the Company's Sustainability Report 2018.

June 27, 2019

PricewaterhouseCoopers & Associados  
- Sociedade de Revisores Oficiais de Contas, Lda.  
represented by:

António Brochado Correia, R.O.C.

**(This is a translation, not to be signed)**



# Technical file

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**Title**

2018 Sustainability Report  
Fidelidade Group

**Property of**

Fidelidade Group

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