

A woman with blonde hair tied back is smiling warmly at a dog. She is holding a dark mug. The dog, a golden retriever, is looking up at her. The entire scene is bathed in a deep red light. A white outline of a house is superimposed over the image, with its roofline and chimney area framing the text.

FIDELIDADE

SEGUROS DESDE 1808

FIDELIDADE

SEGUROS DESDE 1808

PETS

ECOSYSTEM



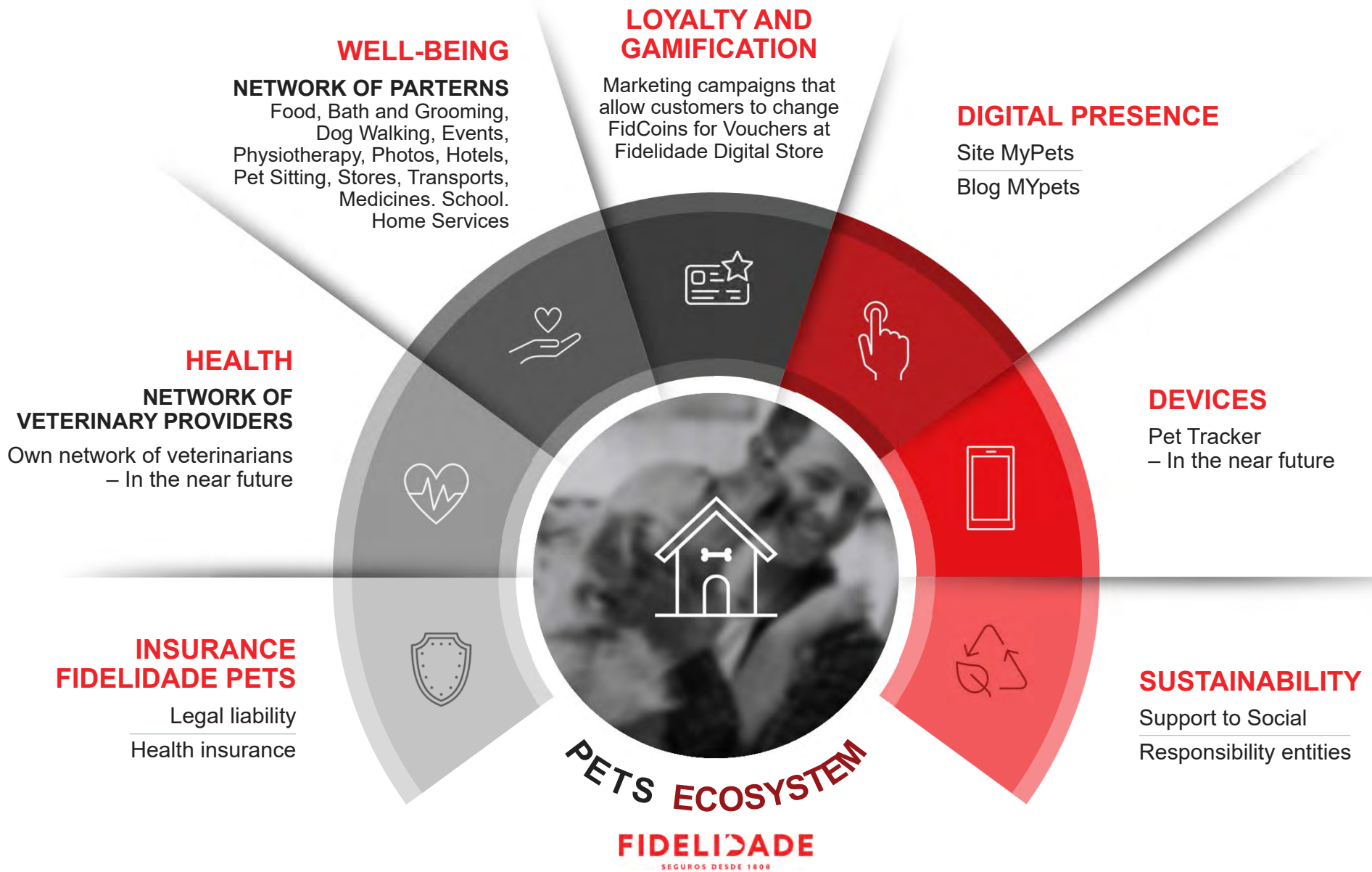


WE STARTED BY
CREATING THE
**FIDELIDADE
PETS
INSURANCE**



BUT WE HAVE
EVOLVED INTO
**A PET
ECOSYSTEM**





INSURANCE – FIDELIDADE PETS

4 PLANS – LEGAL LIABILITY AND HEALTH INSURANCES



PET
01

PET
02

PET
03

PET
VITAL

PREVENTIVE MEDICINE – CHECK-UP	⊗	☑	☑	☑
VACCINES	⊗	100€	100€	100€
SURGERY AND STERILISATION	⊗	⊗	1.000€ 1.500€	2.250€
VETCARE	⊗	250€	250€	750€
TELEPET	⊗	5 Chamadas	5 Chamadas	Ilimitada
PET ASSISTENCE	☑	☑	☑	☑
PET FUNERAL	⊗	⊗	⊗	
LEGAL PROTECTION	3.000€	3.000€	3.000€	3.000€
LEGAL LIABILITY	50.000€	50.000€	75.000€	200.000€

Optional cover

INSURANCE – FIDELIDADE PETS

FIDELIDADE PETS MAKES
THE DIFFERENCE

FREE CHECK-UP

From two and two years
with no additional costs

CAPITAL FOR SURGERY

Specific capital for surgery,
including illness, accident
and sterilisation.

**This cover guarantees payment
of expenses incurred with
diagnostic or therapeutic acts**



TELEPET

Telephone advice given
exclusively by veterinary nurses
Video consultations
by veterinary doctors

PET ASSISTANCE

**Customers can request services
to help look after their pet,**
namely, veterinary and medicines
at home, emergency transport and
organisation of the funeral service

AN INSURANCE FOR LIFE

**No lifetime limit if taken out
until the age of 8.** The earlier
customers insure their pet,
the more it will benefit from
insurance for the rest of its life

FIDELIDADE

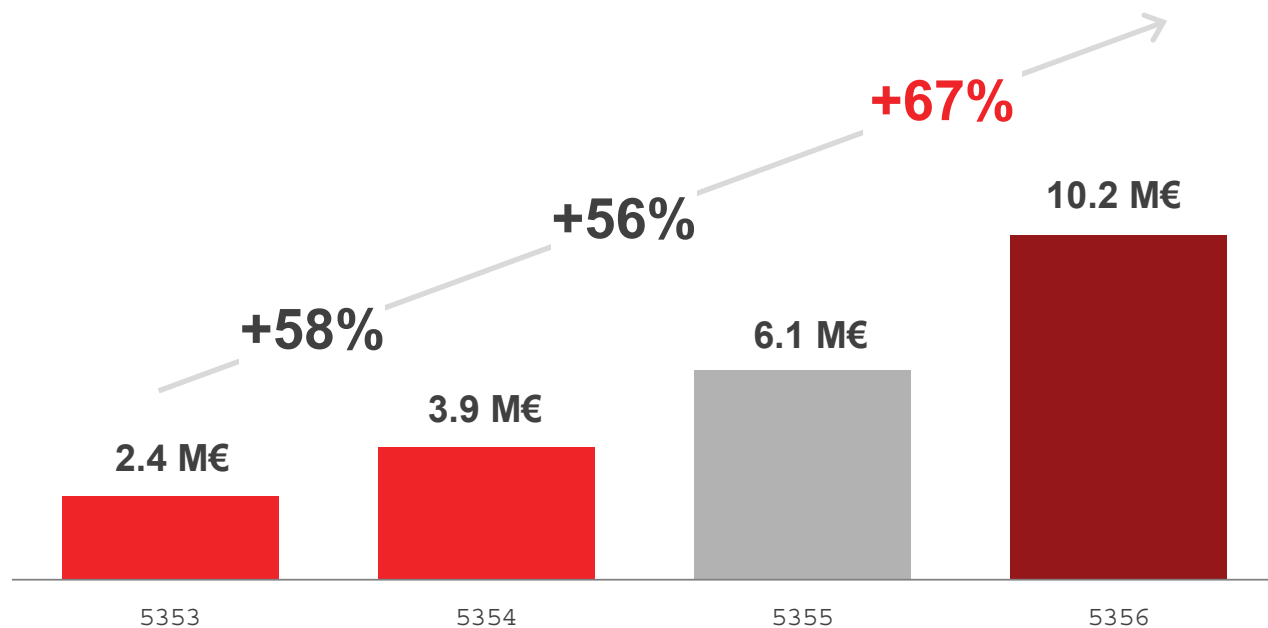
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INSURANCE – FIDELIDADE PETS

FROM 2020 UNTIL FEB 2023



SALES RESULTS (GWP)



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HEALTH



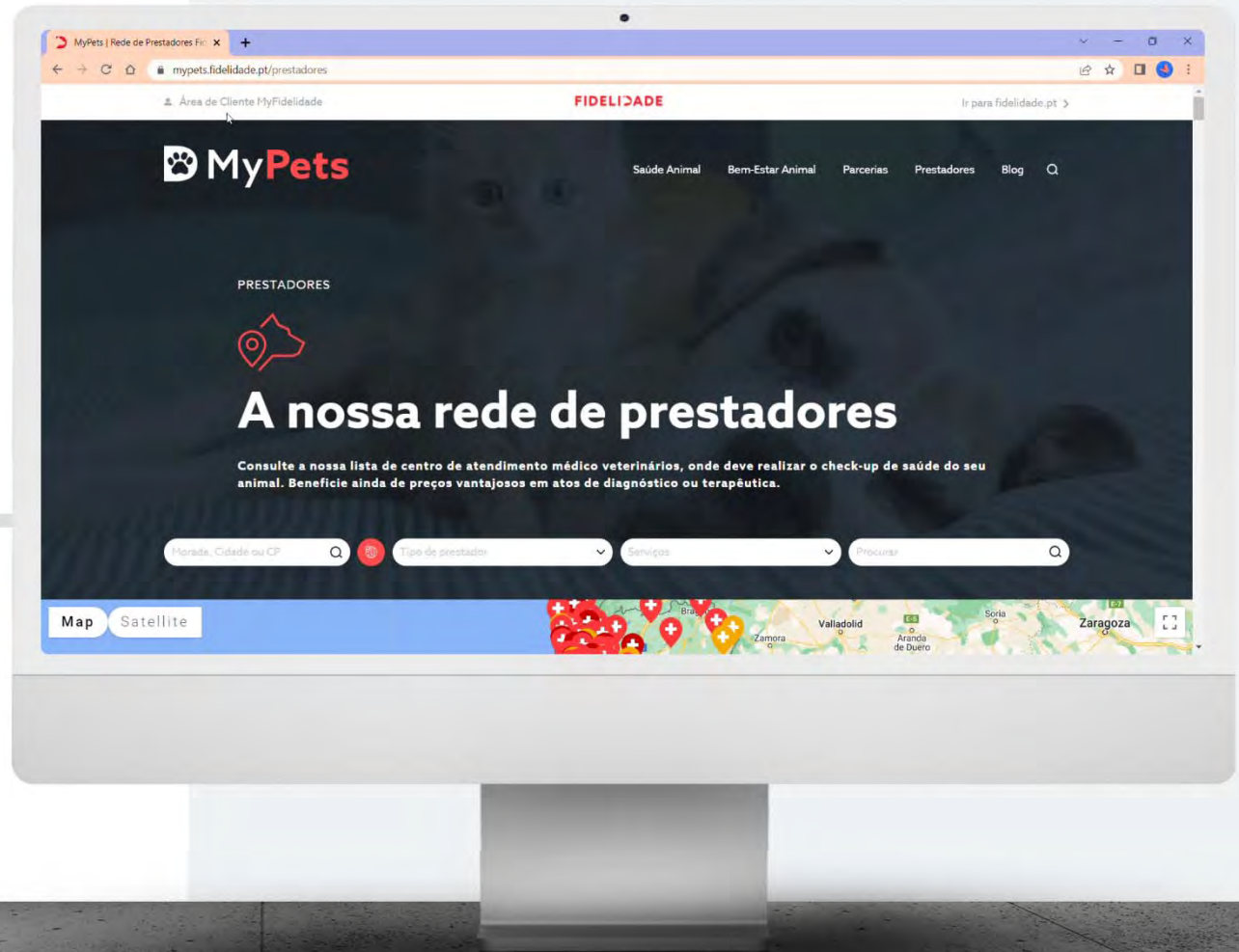
NOW

**163 PROVIDERS
IN PORTUGAL**
Veterinary Hospitals
and Clinics



IN THE FUTURE

Opening of Fidelidade's
own Veterinary-
Medical Centres



WELL-BEING



Partnerships with various entities in the area of animal food and well-being, which improve the offer to the Customer and provide discounts



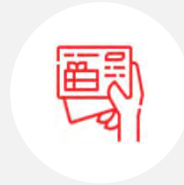
PARTNERSHIP TYPES



Lead Generation



Discounts in our partners store



Vouchers integration in the Fidelidade store

PARTNERSHIPS CATEGORIES



Nutrition



Pet Services



Retail



Disruptive

Relevant and complementary partnerships to fulfill our clients' needs and create a diverse ecosystem

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SEGUROS DESDE 1808

LOYALTY AND GAMIFICATION



WE DEVELOP THE DYNAMICS OF GAMIFICATION

Which feeds the **loyalty ecosystem**, retains our clients and encourages prevention and good habits

GAMIFICATION



	Pet 1	Pet 2	Pet 3	Pet Vital
Perform the Pet's Free Vet Check-up	-	250 FidCoins	500 FidCoins	750 FidCoins
Pet's Birthday	500 FidCoins	500 FidCoins	500 FidCoins	750 FidCoins
Have more than one pet insured	500 FidCoins	500 FidCoins	750 FidCoins	1500 FidCoins
Insurance Plan upgrade	1000 FidCoins	1000 FidCoins	1000 FidCoins	-

LOYALTY

WHAT ARE FIDCOINS?

They are loyalty exchange units the client accumulates quickly when using our digital products and services. 500 FidCoins correspond to 5€ and can be exchanged for discount vouchers of your choice in several partner brands

WHERE CAN YOU EXCHANGE YOUR FIDCOINS?

Meet some of the partner brands where you can trade your FidCoins for vouchers

Fidelidade Digital Store Cross Partners



Fidelidade Digital Store Specific Partners for current PET Campaign



Mimos & Relax Pets



LOYALTY AND GAMIFICATION

AN EXAMPLE PARTNERSHIP

A campaign that aims to reward new Fidelidade Pets customers through the attribution of vouchers, which differ according to the plan contracted and which can be redeemed in a wide range of experiences in various partners



PET 2

offer

50€

voucher



PET 3

offer

150€

voucher



PET VITAL

offer

250€

voucher

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HOW WE REACH



WKH#CLIENTB

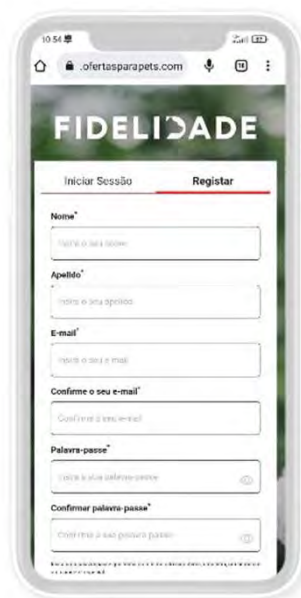
01 Subscription of a eve um Fidelidade Pets insurance (Pet 2, Pet 3 or Pet Vital)

02 Receives a promocional code by SMS

04 Registers, enter the promotional code and chooses the offers

03 Visits campaign site www.campanha.ofertas.parapets.com

05 Downloads vouchers and presents them to the partners where he will enjoy the offers



Registo



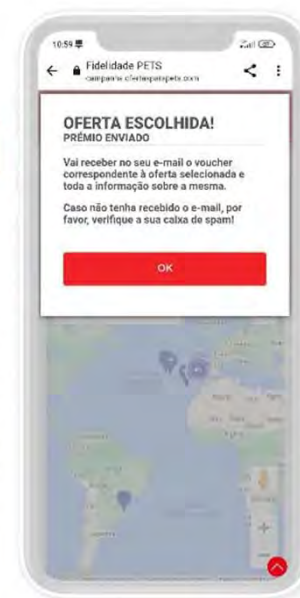
Insero o código



Escolhe a categoria de ofertas



Seleciona o parceiro



Recebe a oferta por email

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**WHAT
ADVANTAGES
ARE
AVAILABLE**

**TO THE
CUSTOMER?**



**Pet
photos**



**Restaurants
Pet Friendly**



**Pet
SPA**

**Getaway
Pet friendly**



FIDELIDADE
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DIGITAL PRESENCE



TO REINFORCE
THE COMMUNICATION



MICROSITE AND BLOG

MICROSITE



AND DYNAMISATION OF THE PETS OFFER WE PROVIDE INFORMATION IN A CLEAR AND SIMPLE WAY AND, AT THE SAME TIME, PRESENT OUR OFFER IN AN APPEALING WAY, ADDING VALUE AND TRUST



In MyPets microsite we have an area on Animal Health, Animal Welfare, Providers, Partners



FIDELIDADE
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DIGITAL PRESENCE



WITH ARTICLES AIMED AT VARIOUS AUDIENCES



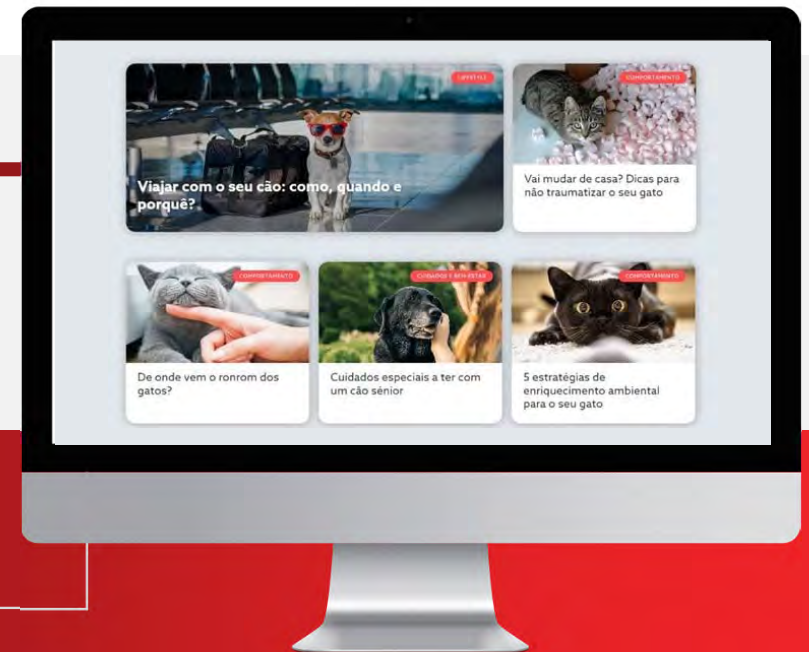
MICROSITE AND BLOG

BLOG

PEOPLE WHO HAVE DOGS OR CATS (OR BOTH), PEOPLE WHO HAVE RECENTLY BROUGHT PAWS INTO THEIR LIVES AND PEOPLE WHO ARE THINKING ABOUT IT AND HAVE NOT YET MADE THE DECISION



Our aim is for this blog to be a point of arrival for all these people who want to learn more about their pets, learn more about their behaviour and, above all, to provide a happier life for their animals



FIDELIDADE
SEGUROS DESDE 1808

DEVICES

PET TRACK & APP



TURNING THE PET TRACKER FUNCTIONALITIES INTO A REWARDING EXPERIENCE THROUGH INTEGRATED GAMIFICATION



Integrated Gamification



FIDELIDADE WILL REWARD THE CLIENTS WHO:

- Buy the Pet Tracker
- Pet walking weekly goal
- Pet walking monthly goal
- 15 pet walks challenge
- 30 pet walks challenge
- 60 pet walks challenge



Pet Tracker functionalities



- GPS Location
- SOS Button
- Distance
- Calories burnt
- Temperature
- Safe zones
- Pet trust ring



Insurance Assistance Coverages



Assistance to help find the lost pet



Psychological support in case of pet loss

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DEVICES

PET TRACKER & APP

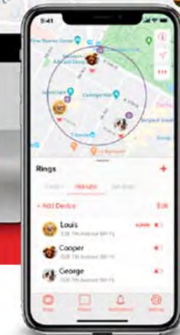
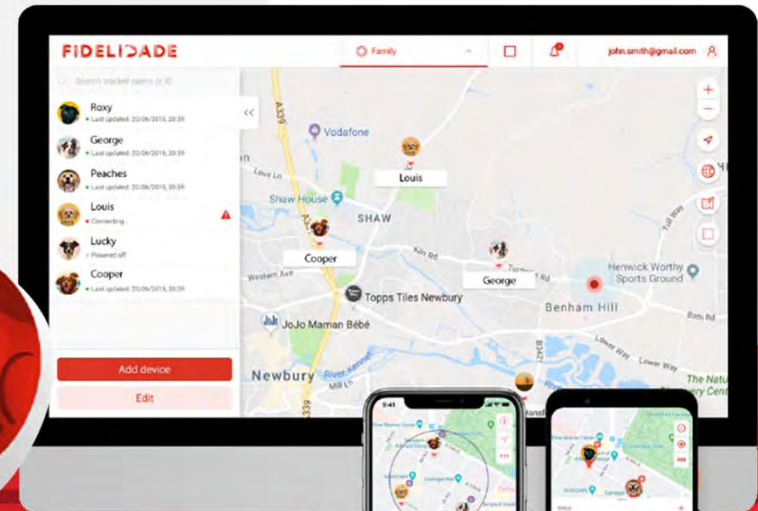
HELPING OUR CLIENTS MONITOR THEIR PET'S LOCATION AND OTHER RELEVANT HEALTH INDICATORS AND REWARD GOOD PRACTICES



Pet Tracker functionalities:

- GPS Location
- SOS Button
- Distance
- Calories burnt
- Temperature
- Safe zones
- Pet trust ring

Fidelidade will offer of **1 year subscription + up to 1000 FidCoins** to use in the Fidelidade store to all customers who buy the Pet Tracker



Pet Tracker & App

DEVICES

PET TRACKER & APP



Insurance Assistance Coverages

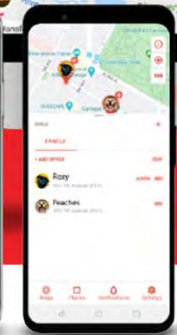
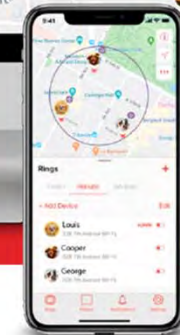
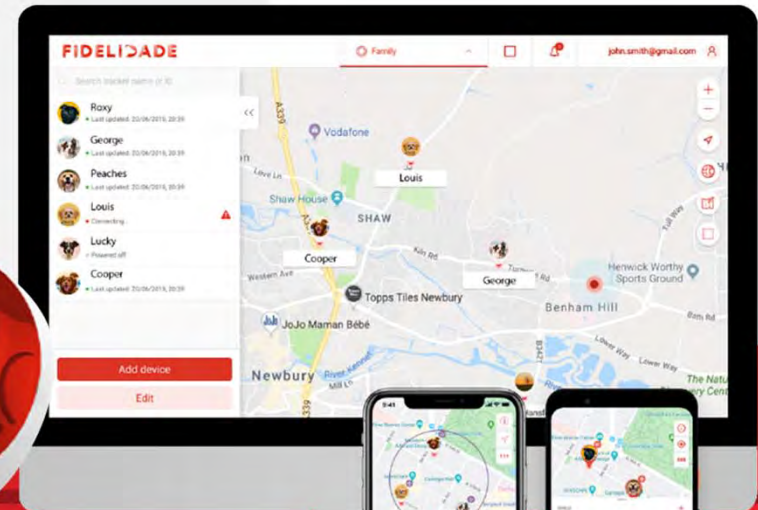
- Assistance to help find the lost pet
- Psychological support in case of pet loss

Fidelidade is focused on a **complete value proposition** which follows the different insurance plans (Pet 1, Pet 2, Pet 3 & Pet Vital)

BOOST OUR PRODUCT WITH ASSISTANCE COVERAGES THAT COMPLETE OUR VALUE PROPOSITION



Pet Tracker & App



FIDELIDADE
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DEVICES



PET TRACKER & APP

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Integrated Gamification:

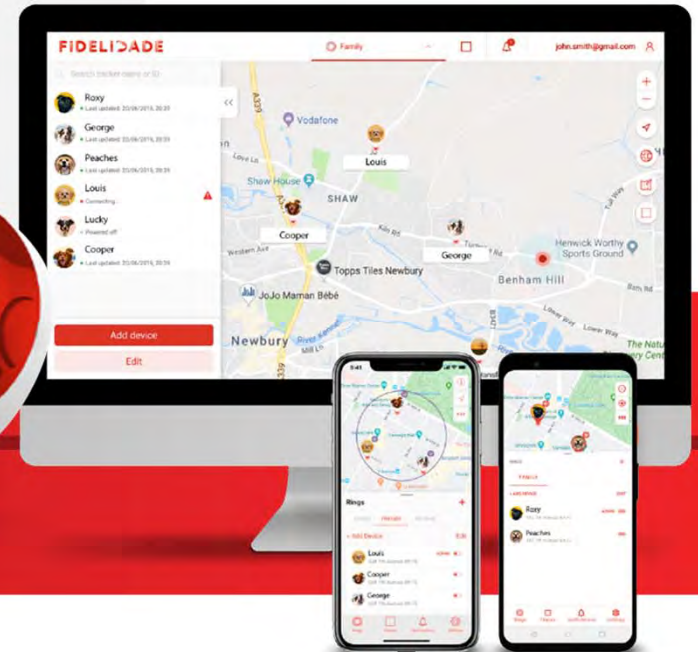
FIDELIDADE WILL REWARD THE CLIENTS WHO:

- Buy the Pet Tracker
- Pet walking weekly goal
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- 15 pet walks challenge
- 30 pet walks challenge
- 60 pet walks challenge

The client may earn up to 1000 FidCoins per goal, depending on the contracted Fidelidade Pets Insurance plan



Pet Tracker & App

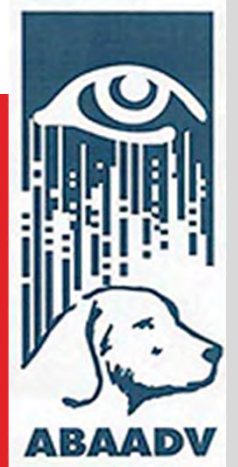


SUSTAINABILITY

FIDELIDADE PETS MAKES THE DIFFERENCE



WE HAVE BEEN ESTABLISHING PARTNERSHIPS AND SUPPORTING ENTITIES, ADDING A SOCIAL RESPONSIBILITY GOAL TO PETS ECOSYSTEM



ONE OF THESE EXEMPLES IS THE PARTNERSHIP ESTABLISHED WITH THE GUIDE DOG SCHOOL FOR THE BLIND



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FIDELIDADE

— **PETS ECOSYSTEM**

