


An abstract graphic on the left side of the slide, consisting of a dense network of interconnected nodes and lines. The nodes are colored in shades of blue and purple, and the lines are thin and light blue. The network appears to be a complex, interconnected web, possibly representing a neural network or a data structure.

AI-Powered Chatbot for Smarter Insurance Sales

Business Cases with Data Science (NOVA IMS)

May 2025

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It all starts with trust in the way we
protect and guide our clients

So that life never stops

FIDELIDADE HAS MORE THAN 200 YEARS OF HISTORY

1800-2000

The Beginning

- > One of world's oldest Insurers, dating back to 1808, when Bonança was established;
- > Fidelidade is pioneer in Life Insurance;
- > Market was quite fragmented, with several leading insurers;
- > Caixa Geral holds 100% of Fidelidade;



2001-2011

The Market Consolidation

- > Consolidation period in the Portuguese insurance market
- > Foundation of two market leaders: Fidelidade-Mundial and Império-Bonança;



2011-2020

The Market Leadership

- > Merger of Fidelidade Mundial and Império Bonança to create a unique market leader;
- > Fidelidade is acquired by Fosun Group;
- > Release of the single brand Fidelidade, with 200 years of history.

FIDELIDADE
SEGUROS DESDE 1808

OUR INSURANCE GROUP INCLUDES BOTH INSURANCE AND SERVICE COMPANIES

INSURANCE COMPANIES

HEALTH

TRADITIONAL



NON-LIFE



LIFE

DIRECT/ONLINE



INTERNATIONAL



SERVICE COMPANIES



HEALTHCARE

LUZ SAÚDE



ASSISTANCE

FIDELIDADE
ASSISTANCE



HEALTH &
SAFETY

FIDELIDADE
SAFEMODE
HEALTH & SAFETY



REAL
ESTATE

FIDELIDADE
PROPERTY
FIDELIDADE
SOCIEDADE GESTORA



REPAIR
SERVICES

G E P
GESTÃO DE PERITAGENS S.A. CAR SERVICE

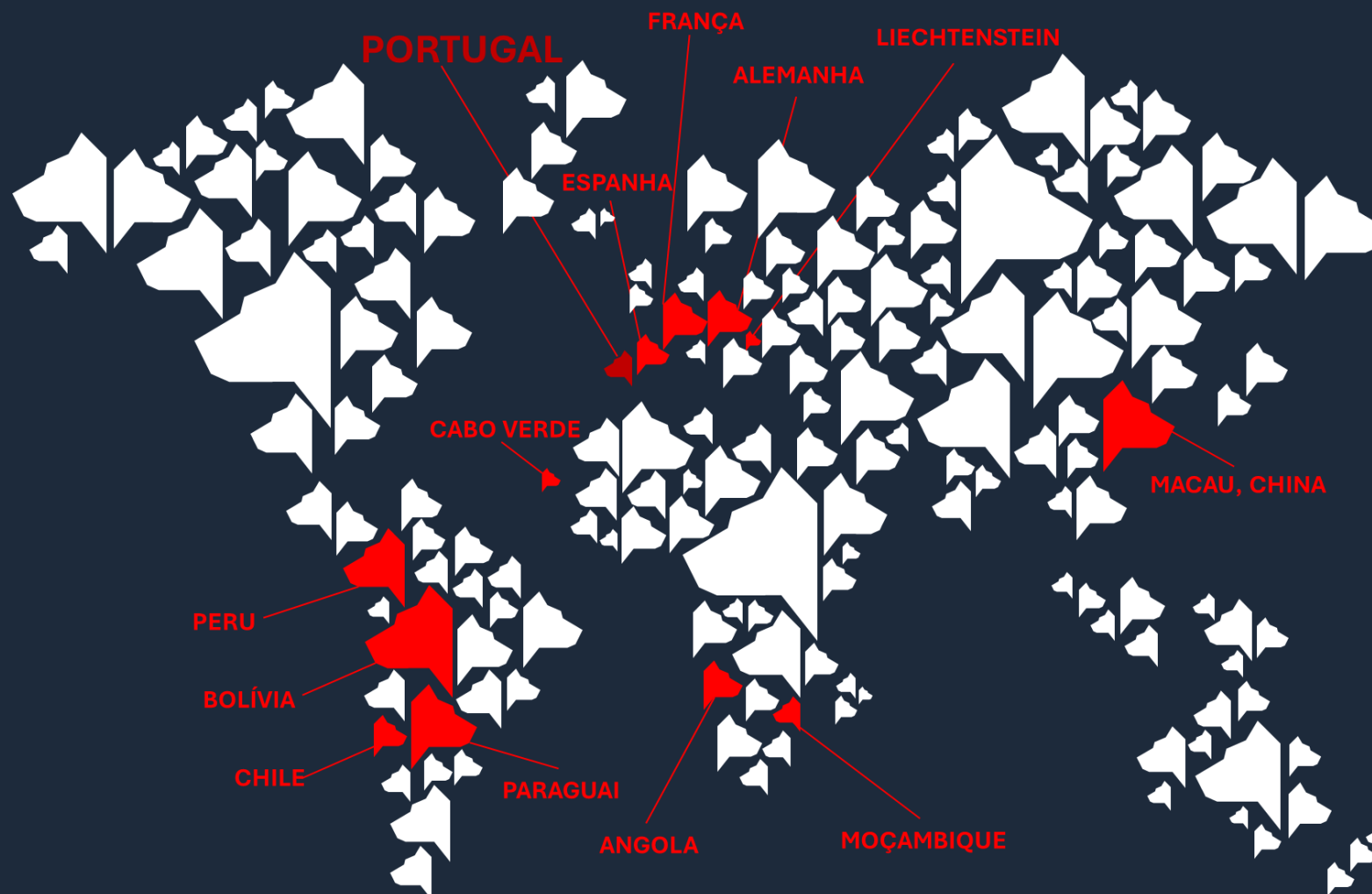


OTHERS



FIDELIDADE

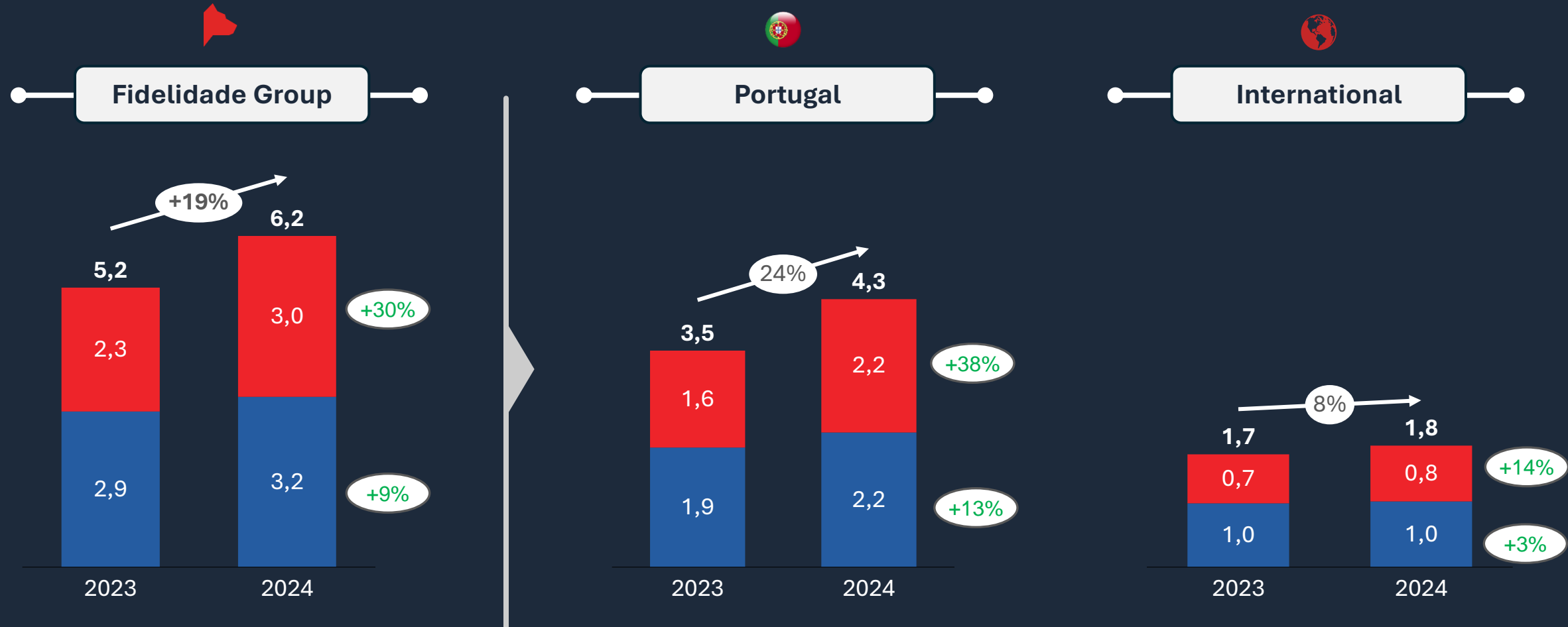
AND THIS HAS BEEN OUR INTERNATIONAL JOURNEY SO FAR...



FIDELIDADE GROUP REACHED TOTAL PREMIUMS OF €6.2B, A 19% GROWTH COMPARED TO DEC'23

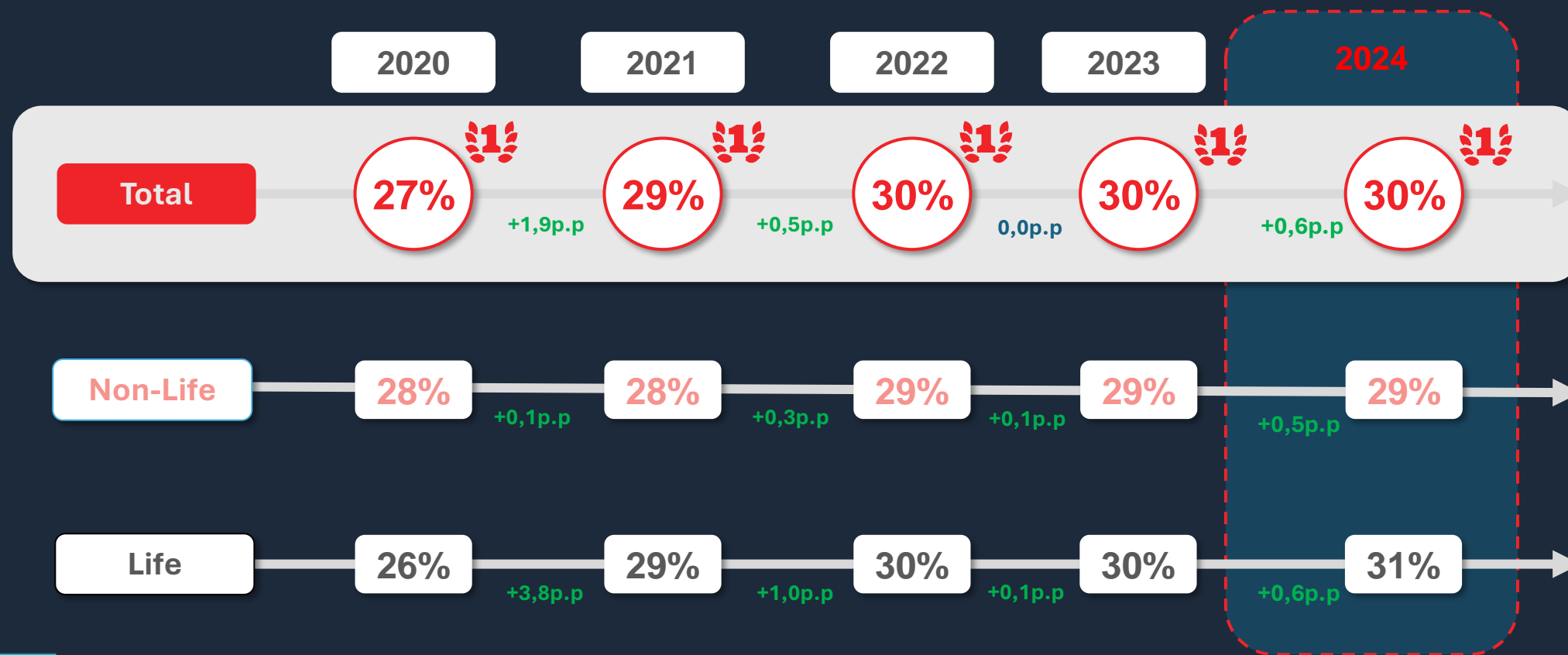
Premiums (€M)

Life Non-Life




FIDELIDADE KEPT MARKET LEADERSHIP IN PORTUGAL WITH 30% SHARE AND GROWTH IN LIFE AND NON-LIFE

Fidelidade Market Share in Portugal (%)
2020 – 2024



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Context

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Protection alone is not enough in a
complex financial world

Financial Literacy is Key

FINANCIAL KNOWLEDGE & BEHAVIOUR ACROSS EUROPE

Flash Eurobarometer 525

Monitoring the level of financial literacy in the EU, by asking simple questions to EU Citizens in 27 country's:

“If interest rates rise, what will typically happen to bond Prices?”

“An Investment with a higher return is likely to be”

“I keep track and monitor my expenses”



FINANCIAL KNOWLEDGE & BEHAVIOUR ACROSS EUROPE

30%

of EU citizens rate
their financial
knowledge as "very
high".

45%

distrust financial
advice from
bank/advisors.



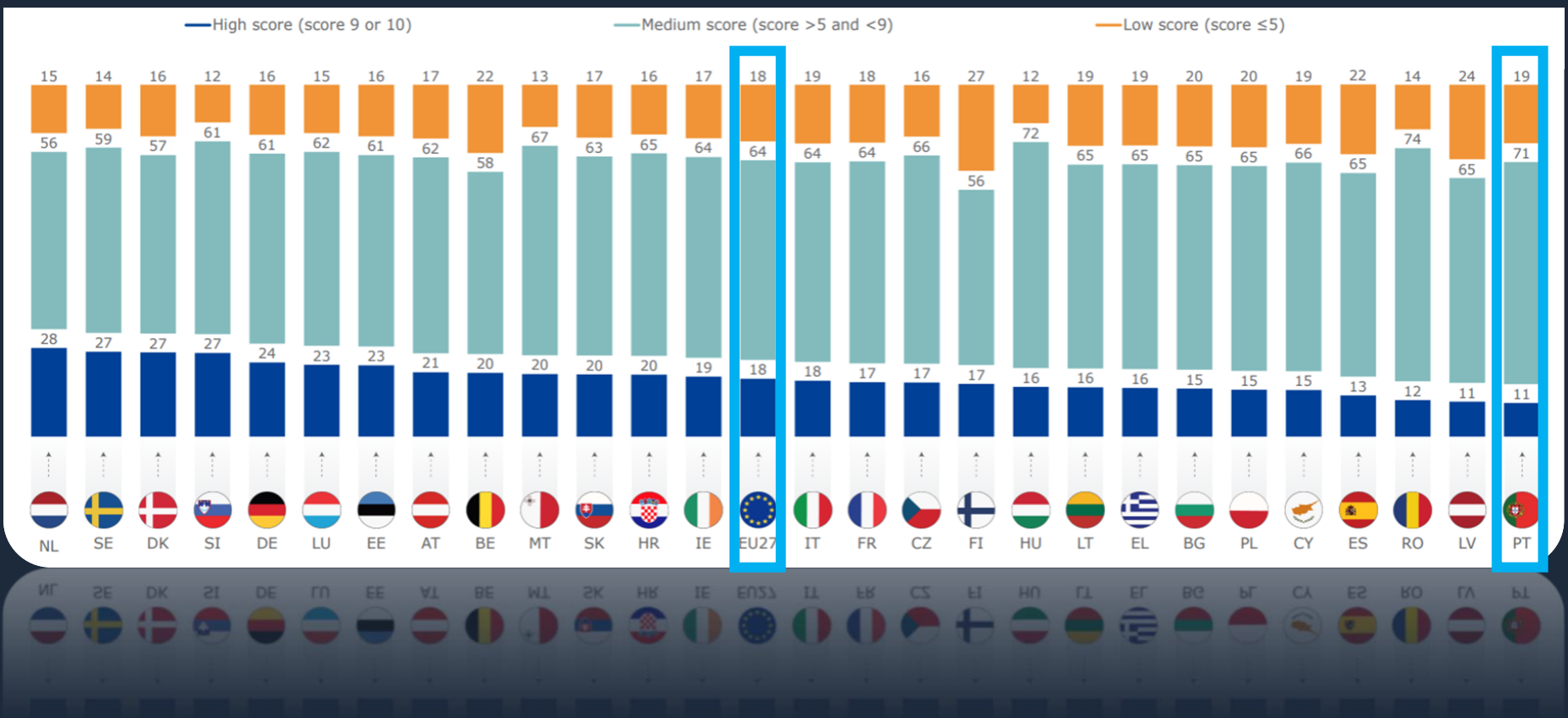
OVERALL, EU NEEDS TARGETED FINANCIAL EDUCATION

The EU exhibits moderate financial literacy, with significant room for improvement in knowledge (e.g., bonds, inflation) and behavior (e.g., long-term planning)

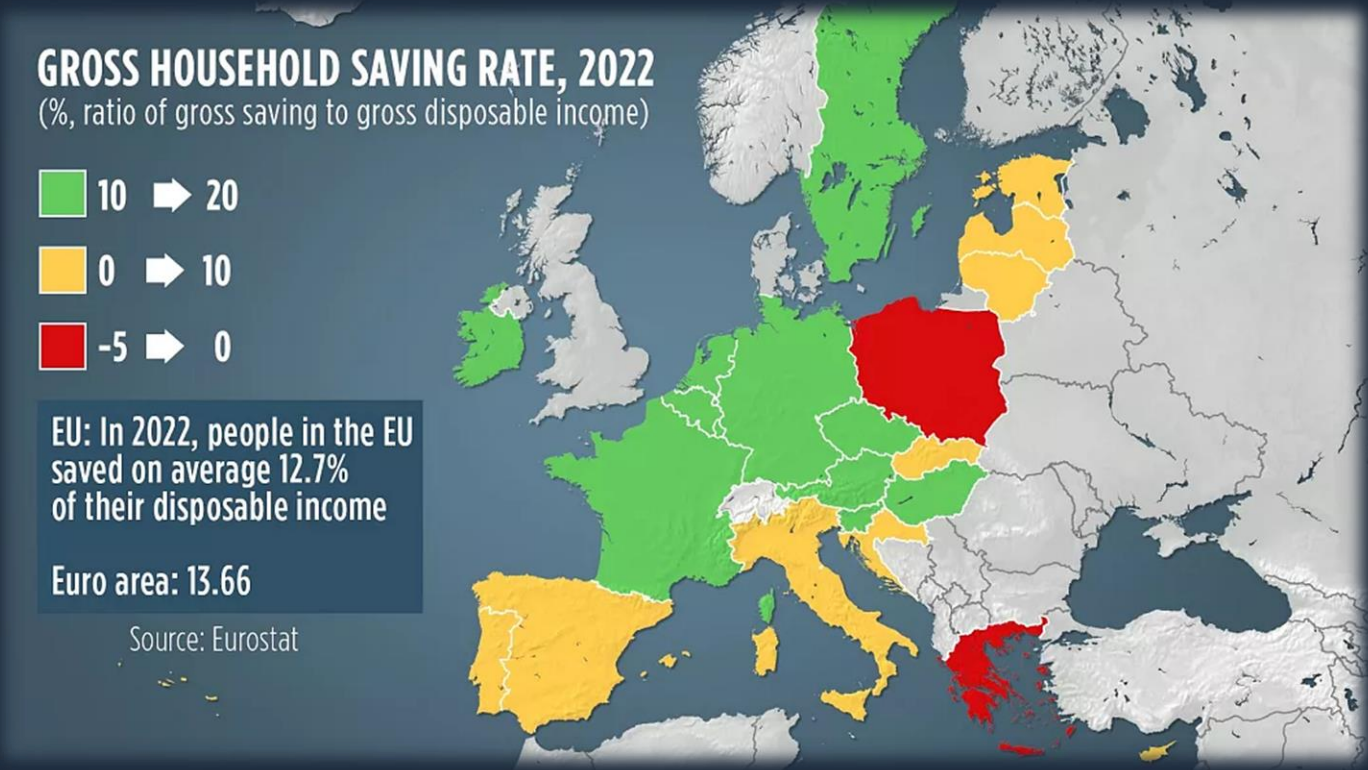
Portugal generally scores below the EU average in most financial literacy metrics, with notable gaps in knowledge, behavior, and financial preparedness



OVERALL, EU NEEDS TARGETED FINANCIAL EDUCATION



Gross Household Saving Rate and the relation whit Savings Rate



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Insurance agents are the human link to better decisions

In an ever-changing world, they must adapt
to better meet the needs of our clients...



WE LEVERAGE A
MULTI-CHANNEL
NETWORK
TO MAXIMIZE
MARKET REACH

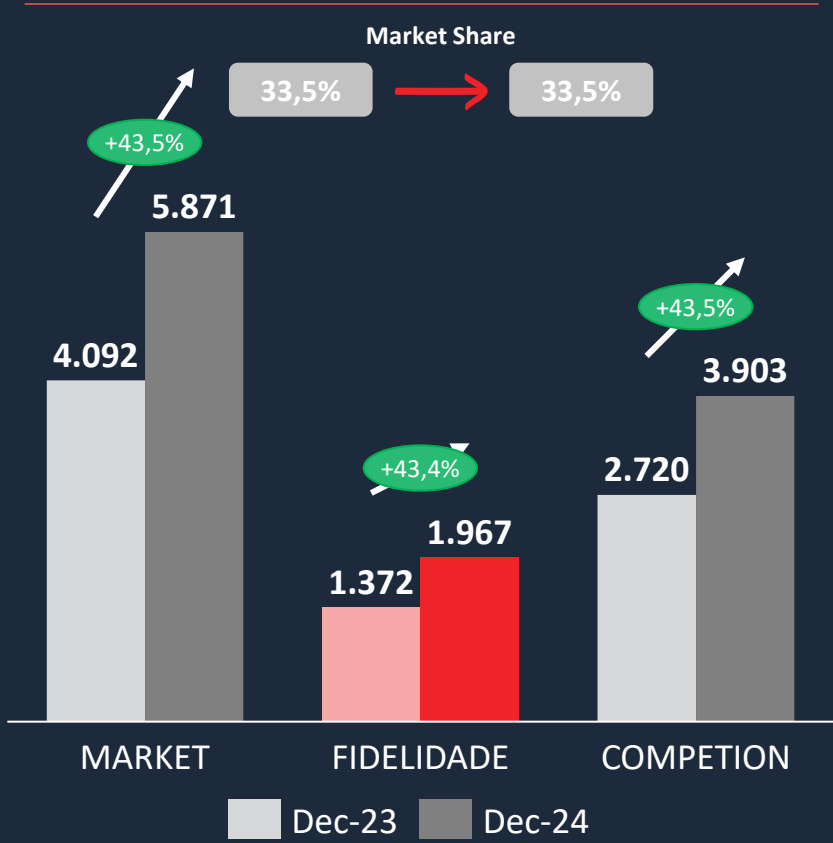
> 3900
Insurance agents

FIDELIDADE

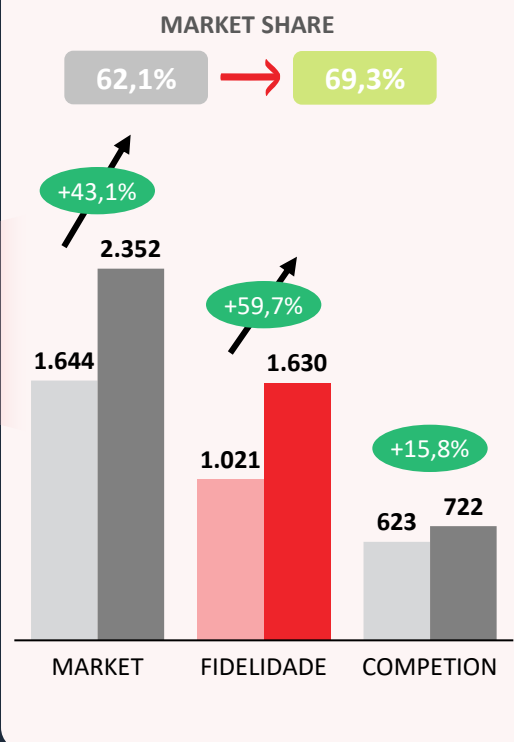
FIDELIDADE MAINTAINED ITS MARKET SHARE, DRIVEN BY FIXED-RATE PRODUCT GROWTH



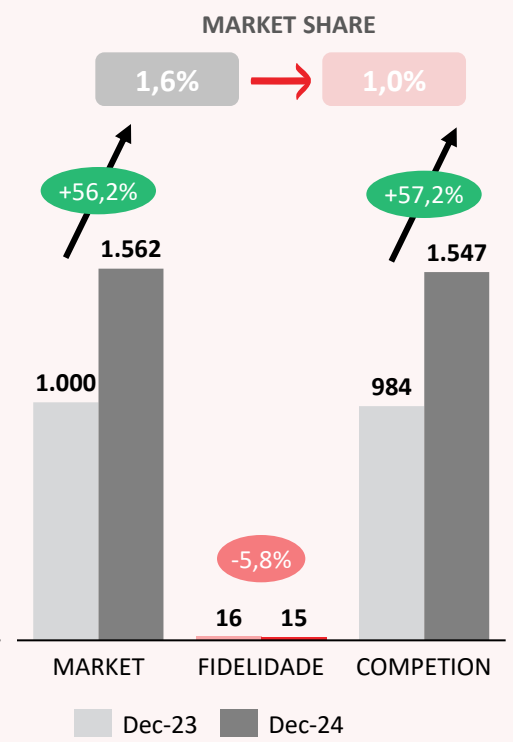
LIFE FINANCIAL



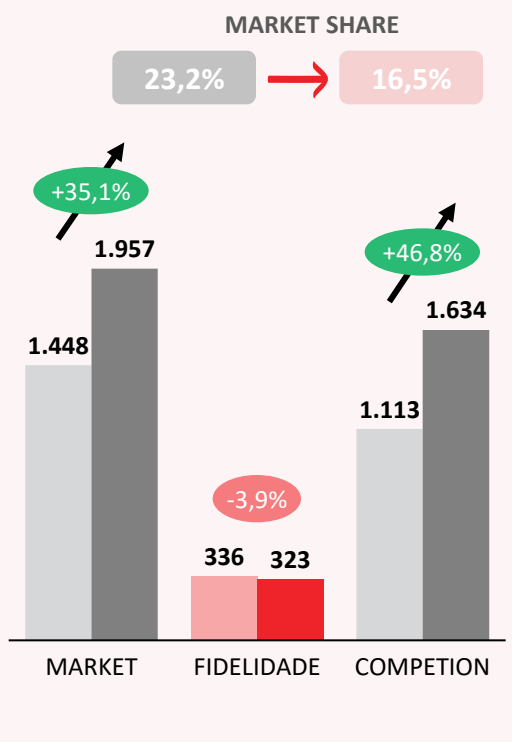
FIXED RATE (M€, YTD)



PROFIT SHARING (M€, YTD)



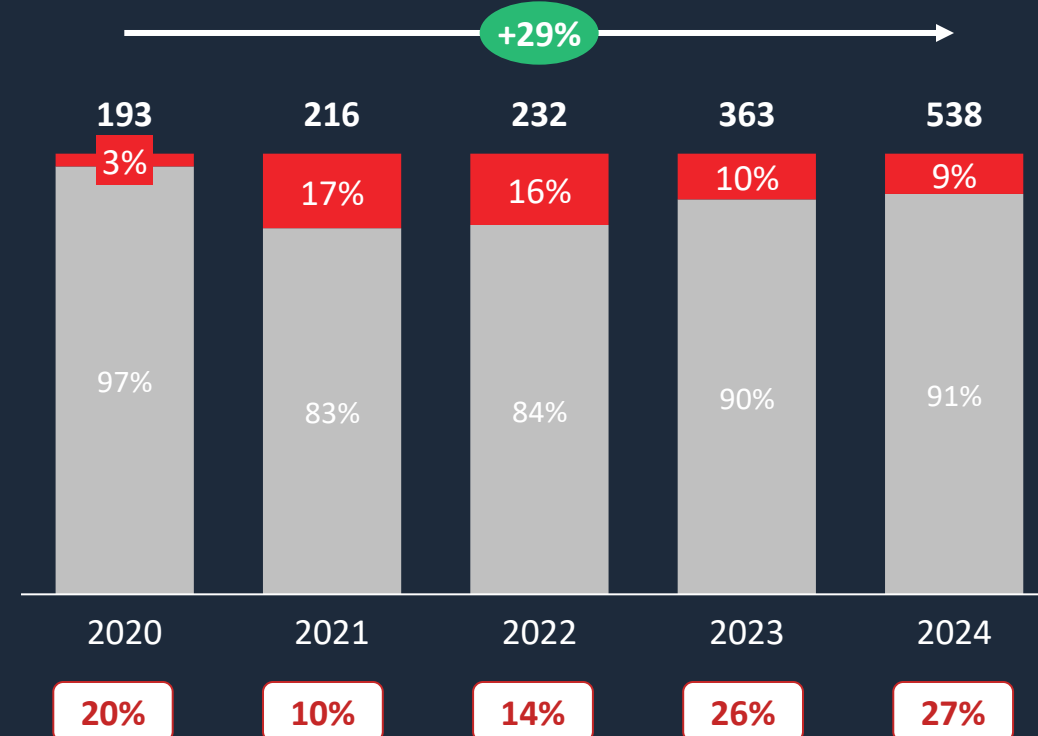
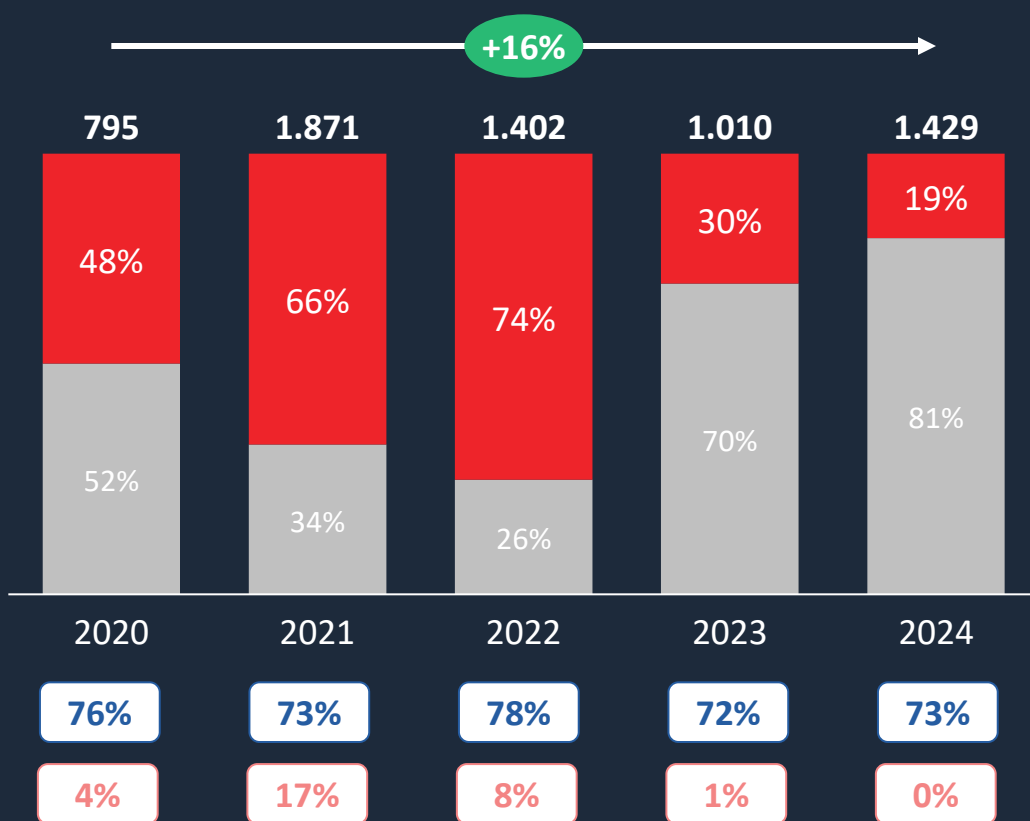
UNIT-LINKED (M€, YTD)



OUR MEDIATORS PLAY A CENTRAL ROLE IN DRIVING REVENUE

Life Financial Premiums per Channel (M€)


■ Non Guaranteed ■ Guaranteed



FIDELIDADE

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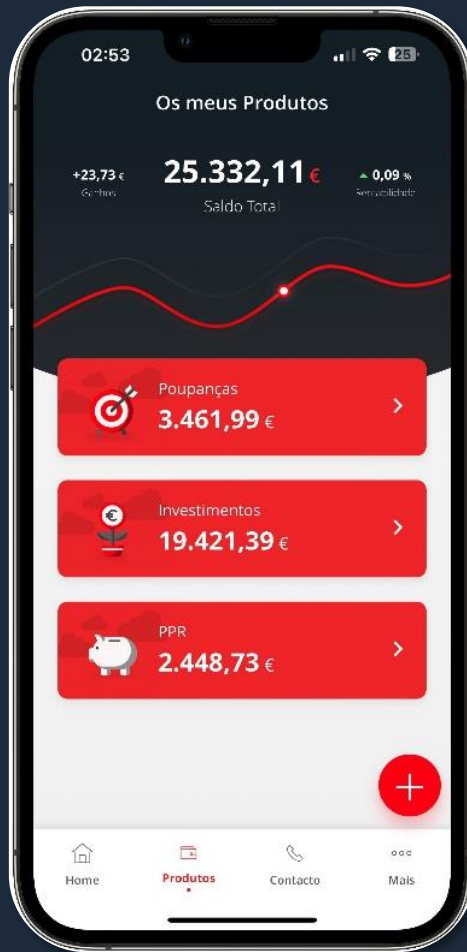
What is the challenge?

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**We need to connect the literacy gap
to business opportunities**

**Insurance agents need to be educators
and trusted guides, not just sellers...**

EMPOWERING CLIENTS THROUGH SAVINGS & INVESTMENT SOLUTIONS, IS A KEY PILLAR OF OUR STRATEGY



FIDELIDADE SAVINGS



Flexibility

Start, pause, or resume savings/investments anytime



Goal Tracking

Plan and simulate financial targets



No Fees

Withdraw or reallocate without penalties



Digital Access

Manage everything via mobile app



Daily Growth

Earn compounded returns daily in the "Insurance" Option

FIDELIDADE SAVINGS ENABLES CLIENTS TO SAVE AND INVEST THROUGH A RANGE OF OPTIONS TAILORED TO DIFFERENT RISK PROFILES

Investment options available



Seguro Option

Savings option with 100% capital and return guarantee, with a rate reviewed every six months



Proteção Ações Option

Fidelidade MultiAtivos Index, with a 90% capital guarantee at the maturity of the investment goal



ESG Ações Option

Sustentável Ações Index, diversified and designed to generate returns responsibly



Dinâmico Ações Option

Fidelidade MultiAtivos Index, balanced and diversified, with higher risk and greater potential return

Profitability

	2019	2020	2021	2022	2023	2024	
Seguro	0,18%	0,15%	0,15%	0,2%	2,5%	3,1%	2,25% ² Rate until 06/25
ESG ¹	-	-	-	-10,1%	10,7%	6,5%	Variable return
Dinâmico	16,8%	1,7%	10,8%	-14,0%	13,3%	14,1%	Variable return

Example: 10.000€ investment | From 1 June 2019 to 31 December 2024

	Final balance	Gains	Net earnings	
Seguro	10.640 €	+640 €	496 €	Tax benefits > 5 years: 22,4% > 8 years: 11,2%
ESG ¹	13.370 €	+3.370 €	2.615 €	
Dinâmico	14.632 €	+4.632 €	3.595 €	

Notes: 1. Due to the lack of a long enough price history, a backtesting method was used to calculate the return for the ESG Option; 2. Reviewable TANB (Nominal Annual Rate) every six months

THE PPR EVOLUIR OFFERS A DISTINCT VALUE PROPOSITION BY ADAPTING TO THE CLIENTS' LIFE CYCLE...



PPR EVOLUIR



Key Benefit

Balances short-term security and long-term growth based on the client's age



Investors

- Conservative-to-moderate investors planning for retirement
- Those seeking guaranteed returns + growth potential in one product



Protection*

- **Guaranteed capital + 2.20% returns** (risk-free)
- Ideal for conservative investors

*Allocation to this component increases with client's age (max 60%)



Active

- Diversified funds (ICAE*) for higher long-term returns
- Exposure to global assets



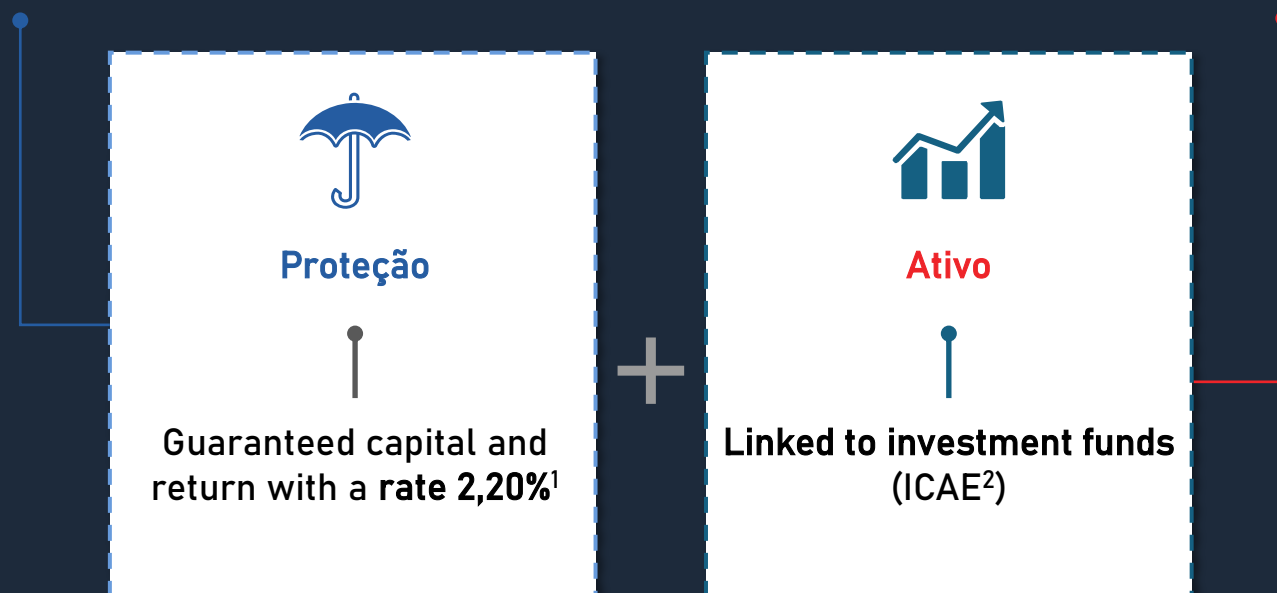
Simplicity

It ensures simplicity in fund allocation and rebalancing, with no need for client intervention

... AND A BALANCE BETWEEN THE INVESTMENT TIME HORIZON AND THE RETIREMENT AGE

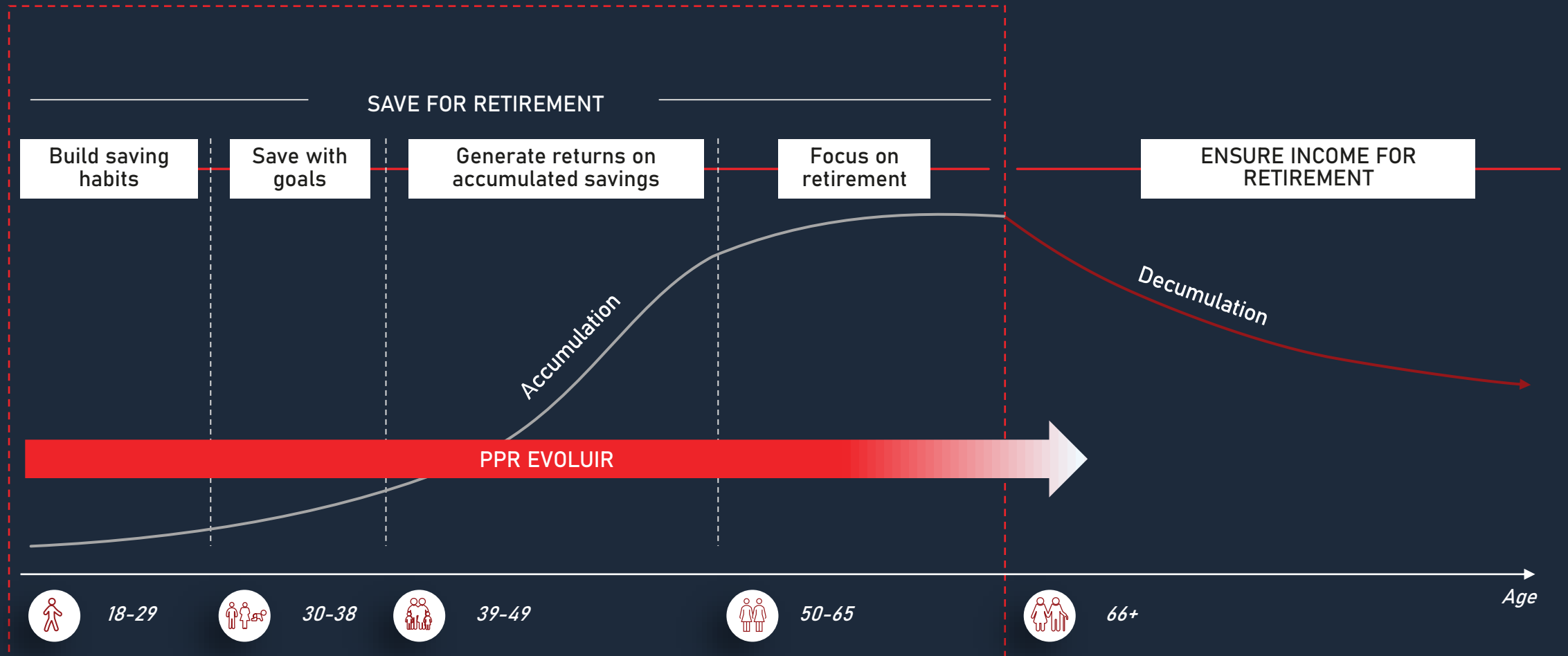
“Proteção” Component offers **guaranteed capital and return**. The allocation to this component **increases with the client's age, up to a maximum of 60%**

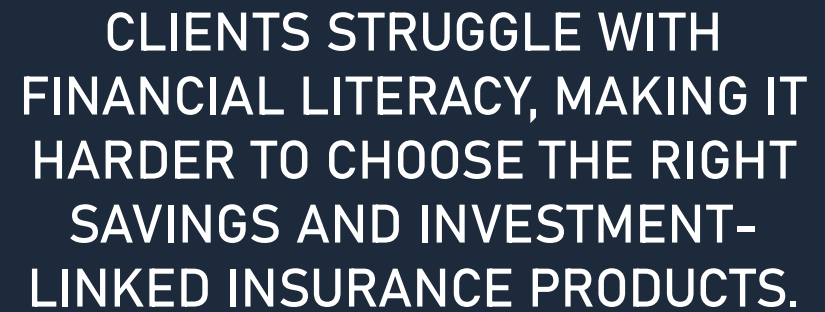
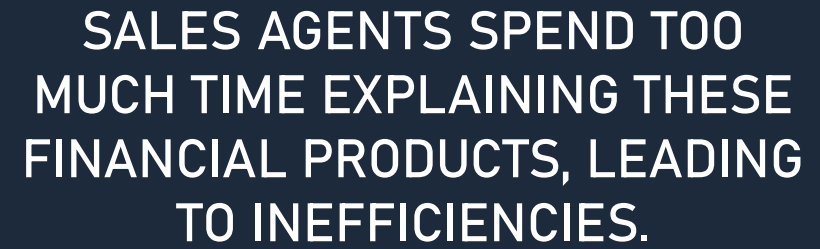
The purpose of the “Ativo” component is to **enhance the return on the term investment** through a diversified portfolio across asset classes and geographies



The product structure ensures simplicity in fund allocation and rebalancing, as no client intervention is required


IT IS A PRODUCT FOCUSED ON THE ACCUMULATION PHASE FOR RETIREMENT





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What is your task?

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It is urgent to prepare the
insurance agents of the future

That is why we need a smart assistant that
powers both sales and a smarter advice...

WE CHALLENGE YOUR TEAM TO DEVELOP AN AI-POWERED ASSISTANT TO SUPPORT OUR INSURANCE AGENTS

Your chatbot should meet these 3 key goals:

✓ Provide Useful Information

Ensure the chatbot delivers instant and accurate product details and comparisons, being user friendly:

- Mandatory Product: My Savings
- Optional Product: "PPR Evoluir" (for the extra mile!)

✓ Enhance Sales Efficiency

By handling basic inquiries, the chatbot should allow agents to:

- Focus on high-value interactions with clients.
- Spend more time on personalized support and closing deals.

✓ Assist in Client Q&A

Support users with common questions, especially about:

- Financial Literacy
- Insurance Related-Products

It should offer quick and clear access to relevant FAQ' answers and resources.

YOU WILL NEED TO TRAIN THE CHATBOT WITH RELEVANT INFORMATION ABOUT OUR PRODUCTS

Here are the key documents you should upload to the chatbot's system:

1. Product Information & Comparisons ("My Savings" & "PPR Evoluir").*
2. Insurance Agent FAQs (common concerns when advising clients).*
3. Main Competitors' Products (comparative analysis with our products).
4. Other Relevant Information (Tax, Regulatory Guidelines, Financial Literacy).

This allows the chatbot to answer questions, extract information, and provide assistance based on the content of these documents.

HERE YOU FIND SOME MAIN TIPS FOR AI DEVELOPMENT

✓ No-Code/Low-Code AI Chatbot Builders

Vertex AI Agent Builder (Google), Azure AI Studio (Microsoft), ...

✓ Pre-Trained Model APIs

OpenAI Assistants API, Google Gemini API (Vertex AI), Azure OpenAI, ...

✓ Open-Source Models Locally

Llama, Mistral, ...



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How will you be evaluated?

EVALUATION CRITERIA TO ASSESS THE CHATBOT'S PERFORMANCE



✓ Accuracy & Clarity of Information

- Provides correct details on “My Savings” and “PPR Evoluir”
- Uses clear, polite and client-friendly language
- Explains comparisons and features

✓ Handling Uncertainty & Limits

- Clearly states when it doesn't know something
- Avoids guessing or inaccurate replies

✓ Use of Supporting Resources

- Suggests documents or external resources when needed
- Includes file links for reference

✓ Conversation Flow & UX

- Understands follow-up questions (context aware)
- Offers relevant follow-up suggestions or next steps
- Maintains natural, user-friendly conversational flow

✓ Coverage of FAQs

- Answers include benefits, risks, conditions, etc.
- Includes answers to practical usage questions (e.g. withdrawals, returns, etc.)

✓ Support for Sales Efficiency

- Escalates complex cases appropriately (redirects to business area)
- Highlights product advantages during interaction



TOP TEAMS WILL BE INVITED TO PITCH AT FIDELIDADE!

1. Visit Fidelidade

- 5 selected teams will be invited to visit our company and meet our professionals

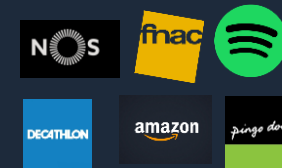
2. Pitch to a Panel of Experts

- Present your chatbot solution to industry experts (AI, Financial Products & Sales)

3. Win a Prize & Be Recognized

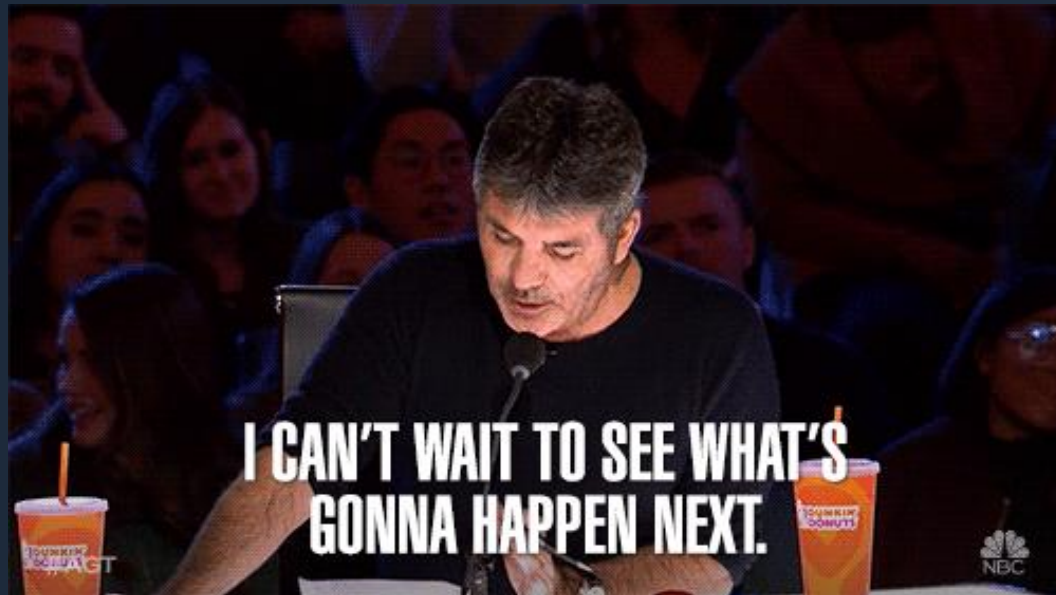
- Top 3 pitches will be rewarded with a special prize!

1. 50€/student in **Fidcoins** (MyFidelidade)
2. 30€/student in **Fidcoins** (MyFidelidade)
3. 20€/student in **Fidcoins** (MyFidelidade)



Your innovation today could become tomorrow's client solution.

THANK YOU!



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Appendix

PRODUCT INFORMATION

1. Savings

- [Savings | Poupar e Investir Fidelidade](#)
- [Faqs](#)
- [Documentos de Informação Fundamental \(DIF\) Relativos aos Produtos de Investimento](#)
- [Cotações e Rendimentos | Poupar e Investir Fidelidade](#)

2. PPR Evoluir

1. [Plano Poupança e Reforma - PPR Evoluir | Fidelidade](#)
2. [Faqs](#)
3. [Cotações e Rendimentos | Poupar e Investir Fidelidade](#)

MAIN COMPETITORS' PRODUCTS

1. Banks:

- <https://www.cgd.pt/Particulares/Poupanca-Investimento/Depositos-a-Prazo-e-Poupanca/Pages/Depositos-a-Prazo-e-Contas-Poupanca.aspx>
- <https://www.santander.pt/poupancas>
- [Reforço Freqüente - Poupanças | Millennium bcp](#)
- [Depósitos a Prazo | Poupar e Investir | Banco BPI](#)

2. Investment Funds:

- <https://www.cgd.pt/Site/CXA/Caixa-gestao-ativos/Pages/Caixa-gestao-ativos.aspx>
- [BPI Vida e Pensões](#)
- [Casa de Investimentos - Gestão de Patrimónios e Fundos de Investimento](#)
- [Optimize Investment Partners - Sociedade Gestora de Fundos de Investimento Portuguesa](#)

3. Savings Certificates:

- [Certificados Aforro \(Taxas de Juro dos Certificados de Aforro das Séries A, B, C, D, E e F em janeiro de 2025 | IGCP\)](#)

OTHER RELEVANT INFORMATION

Tax, Regulatory Guidelines, Financial Literacy:

- ASF: Informação sobre seguros financeiros: Seguros de Capitalização - Site PC - ASF
- BDP: Informação sobre a taxa média dos depósitos: Taxas de juro e montantes de novos empréstimos e depósitos: nota de informação estatística de fevereiro de 2025 | Bpstat
- CMVM: <https://www.cmvm.pt/>
- Todos Contam: Início | Todos Contam