



PRESS RELEASE

José María Pérez Melber appointed Atento's new Director for Spain and the EMEA Region

Madrid, April 30, 2014. – Atento, a global leader in customer relations services and business process outsourcing, today announced that it has appointed José María Pérez Melber as Director for Spain and the EMEA Region taking over from Mariano Castañón, who has been appointed as the company's new Commercial Director with global scope. José María Pérez Melber will seat at Atento Executive Committee and will report directly to Atento's CEO Alejandro Reynal.

José María Pérez Melber assumes the responsibility for Atento operations in Spain, Morocco, Czech Republic and France, in addition to Atento's Spain branch offices in Peru and Colombia. He will lead a team over 15,000 people distributed among these geographies.

For Alejandro Reynal, CEO of Atento, "José María constitutes a great addition to the Atento team and we are delighted to have him on board to lead our EMEA operations. His proven track record within the industry and impressive experience within the EMEA market will be a significant boost to our regional operations. On a personal level, I am very happy welcoming José María to the Management Committee of Atento and I am convinced he will be a great contributor to deliver Atento's vision of becoming the leading customer experience solutions provider within our EMEA operations".

For José María Pérez Melber, new Spain and EMEA Region Director "I am very excited to join Atento's team and having the opportunity to work with the EMEA professionals to oversee and advance Atento's strong position in these markets. I very much embrace Atento's excellence culture and commitment to deliver the best service within the industry while making of Atento a great place to work".

José María Pérez Melber is a renowned professional with over twelve years of general management experience in the services industry and the CRM/BPO sector in particular. Prior to joining Atento, Jose María Pérez worked as General Director of Operations and was a member of the Management Committee of Orange Spain, leading the customer service, customer loyalty and retention, as well as billing and credit management functions of the company. Previously, José María was General Manager for Southern Europe, Latin America and North Africa for Transcom, a company at which he worked for most of his career in the BPO/CRM sector. Before arriving at Transcom, José María led marketing and customer relationships departments in the insurance sector for Mapfre and Hannover International.

José María Pérez Melber has a degree in Business Administration from Universidad Pontificia de Salamanca.

About Atento

Atento is the leading multinational company in Latin America and the second worldwide in Customer Relationship Management (CRM) services within the Business Process Outsourcing (BPO) sector. Since 1999, the company has developed its business model in 16 countries where it employs over 150,000 people. Atento has over 450 customers to whom it offers a wide range of customer experience solutions using multichannel platforms. Its customers are leading multinational corporations in sectors such as telecommunications, banking and finance, health, consumption and public administration, among others. Atento has been recognized as one of the 25 World's Best Multinational Workplaces in 2013 by Great Place to Work Institute. www.atento.com

For more information

LLORENTE & CUENCA
Tel: +34 91 563 77 22

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María Cagigas mcagigas@llorentycuenca.com

Bárbara Espejo bespejo@llorentycuenca.com