

Atento selected Agency of the Year in the Contact Center Category by the Direct Marketing Association of Brazil

- The company also won six awards granted by the Brazilian Association of Direct Marketing (ABEMD) for the solutions developed for customers Santander, Mapfre, GPA, Ford and Sony
- The ABEMD awards recognize the best solutions in the direct marketing industry in Brazil. They analyze the strategy, planning, creativity and results of each solution

SAO PAULO, June 8, 2016 – Atento S.A. (NYSE: ATTO), the leading provider of customer relationship management and business process outsourcing services (CRM BPO) in Latin America, and one of the three top providers worldwide, has been recognized for the third consecutive year as Agency of the Year in the Call Center/Contact Center Category by the Brazilian Association of Direct Marketing (ABEMD). The prize was granted at the awards ceremony of the 22nd edition of the ABEMD awards, held last night in Sao Paulo.

The company also won six ABEMD awards for the customer experience solutions developed in collaboration with clients from different sectors. A special recognition went to the project "100% Online - Digital Channels for Sales", developed in partnership with Santander, which achieved the Best of the Best award in the Call Center/Contact Center category. Atento solutions recognized included:

AWARD	CASE	CLIENT
Bronze	Customer Benefit: Improvement to the replacement car granting procedure creates savings of 8 million/year	Ford
Bronze	Returns, "Via Varejo Complain Here"	GPA
Silver	Providing a Quality Service over Multiple Channels	Mapfre
Gold	#VemComigo – from consumer to follower; I like this relationship!	Sony
Gold	100% Online – Digital Channels for Sales	Santander
Best of the Best Call Center/Contact Center Category	100% Online – Digital Channels for Sales	Santander

"It is a great honor to be recognized once again, along with our clients, by an organization of such prestige as ABEMD", says Atento's Brazil General Director Mario Camara. In his words, "These awards reflect the commitment of Atento to be each day a more agile and dynamic company, as well as enhance the quality of the services we offer to companies operating in an increasingly digital environment".

Alejandro Reynal, Atento's Chief Executive Officer, added, "Our company strengthens its leadership position in the CRM BPO sector in Brazil and Latin America thanks to the development of customer experience solutions that create a competitive edge and are widely recognized by the industry". Alejandro Reynal continued by saying that "This new recognition in Brazil is a reflection of the quality and effectiveness of the solutions we offer our clients through our advanced multichannel platform".

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, and among the top three providers globally, based on revenues. Atento is also a leading provider of nearshoring CRM/BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 14 countries where it employs more than 160,000 people. Atento has over 400 clients to whom it offers a wide range of CRM/BPO services through multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2015, Atento was named one of the World's 25 Best Multinational Workplaces by Great Place to Work® for a third consecutive year. For more information visit www.atento.com



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