

## Normand Barahona appointed Atento Managing Director in Peru

**LIMA, April 24, 2017**– 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 largest providers worldwide, announced the nomination of Normand Barahona as the new Atento Managing Director in Peru, replacing Jose Antonio Iyo who is leaving the position after a long career at the company to undertake new professional projects.

With more than 16 years of professional experience at Atento, Normand Barahona will head up all Atento operations in Peru after most recently holding the position of Business Director for the company, where he was directly responsible for all the lines of business of Atento’s more than 40 clients in Peru. Normand also has broad experience managing operations and sales teams and is an expert in innovative multichannel customer experience solutions, especially those delivered through digital platforms such as social networks and online tools.

“We are very proud to have Normand leading our company’s operations in Peru. His long experience in the sector and successful professional career at Atento make him the best professional to strengthen and grow our leadership position in the Peruvian market and to offer companies the best customer experience in the sector,” stated Atento CEO Alejandro Reynal. “Normand also has a unique expertise in developing innovative CRM/BPO solutions and we are confident he will increase the value we offer our clients in the digital environments where they operate.”

Normand Barahona added “It is a great honor to be named Managing Director of Atento in Peru and to have the opportunity to lead our company’s exceptional team in this country. My main objective is to continue offering the best customer experience solutions to companies and to maintain the commitment to quality and innovation that has made Atento the undisputed sector leader in Peru and Latin America.”

Normand Barahona has a degree in Industrial Engineering from the University of Lima and has a MBA from the Maastricht School of Management in Holland. He also has a master’s degree in Strategic Business Administration from the Centrum Business Center of the Catholic University of Peru.

### 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 13 countries where it employs 150,000 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 2016, Atento was named one of the World’s 25 Best Multinational Workplaces by Great Place to Work® for a fourth consecutive year. For more information [www.atento.com](http://www.atento.com)

### Press relations

Maite Cordero  
+ 34 91 740 74 47



PRESS RELEASE

[media@atento.com](mailto:media@atento.com)

Atento Peru  
Luis Barandiarán  
986 760 444

[mbarandiarand@atento.com](mailto:mbarandiarand@atento.com)

**Investor relations**

Felipe Joaquim Martins de Souza  
+ 55 11 3779-8053

[lfelipe.souzaynn.tyson@atento.com](mailto:lfelipe.souzaynn.tyson@atento.com)