



PRESS RELEASE

## **Atento inaugurates its customer relationship center in Guarulhos, Brazil**

- **The new center, located in the State of Sao Paulo, held its official opening ceremony today**
- **The center provides end-to-end customer experience to leading firms in the banking and financial services sector and healthcare industry**
- **It is set to generate 3,000 new jobs. Over 1,600 professionals have already been hired.**

**SAO PAULO, August 17, 2015** – Atento S.A. (NYSE: ATTO), a leading provider of customer relationship management and business process outsourcing services worldwide, held the inauguration ceremony for its customer relationship center in Guarulhos, in the State of Sao Paulo today. This center brings the total number of Atento centers located in Sao Paulo to 23 and 34 in the country as a whole.

“With the opening of its customer relationship center in Guarulhos, Atento continues to strengthen its position as a leader of Brazil's CRM/BPO industry, a country that is key to our firm's growth strategy,” said Alejandro Reynal, Atento’s Chief Executive Officer. “Thanks to centers such as the one in Guarulhos, companies placing their trust in Atento can benefit from end-to-end customer experience solutions delivered across our state of the art multichannel platform. Solutions adapted to the needs of brands for which their customer experience is an important source of competitive advantage.”

The center at Guarulhos, which has the support of the State’s Government and the Guarulhos Municipality, will provide work for 3,000 agents, 1,600 of whom have already been hired. The center will deliver customer experience solutions such as sales, credit management and back office to leading firms in the banking and financial services sector and healthcare industry.

The President of Investe Sao Paulo, Juan Quirós, highlights the importance of Atento's investment in the state, "This investment reflects the potential of the State of Sao Paulo to attract businesses that generate jobs and, therefore, contribute to the quality of life of its residents."

The Mayor of Guarulhos, Sebastián Almeida, wished to highlight the importance of Atento's investments in the town, which has the second largest economy in the State of Sao Paulo. "The services industry is important because it generates a significant amount of job opportunities, particularly for qualified young people looking for first-time employment. We hope the investment is a great success and that we'll be seeing more operations of this type in Guarulhos," said Sebastián Almeida.

For Nelson Armbrust, General Manager of Atento Brazil, “The opening of Atento's new customer relationship center is a source of pride and satisfaction for all. It is further testament to Atento's commitment to the economic development of different regions in the country and in particular those where there is qualified labor, tax benefits and adequate communications systems and infrastructure. With the opening of centers such as Guarulhos, Atento supports the development of local economies and offers new opportunities for its employees.” This new center brings the total number of Atento’s employees in the State of Sao Paulo to 57,000.

Atento's modern facilities in Guarulhos span around 6,900 m<sup>2</sup> (square meters) over two stories. The buildings feature training rooms, canteen, recreation facilities and biometric access control. The center is fully accessible for people with disabilities.

Atento is one of the largest employers in Brazil, recognized in the country and the world as one of the Best Workplaces by the Great Place to Work Institute. The company has operations in six major Brazilian urban centers, Sao Paulo, Rio de Janeiro, Salvador, Belo Horizonte, Porto Alegre, Goiania, and in the cities of Campinas, Sao Bernardo do Campo, Santo Andre, Sao Jose dos Campos, Santos, Ribeirao Preto, Feira de Santana and now Guarulhos. Additionally, Atento provides in-person services in more than 900 cities throughout the country. Atento is recognized as a leader in the CRM BPO sector in Brazil, providing the best customer experience through innovative solutions, its integrated multichannel platform, and the investment in new technologies.

### **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 for U.S.-based companies nearshoring CRM/BPO services to Latin America. 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 across multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, media and technology, health, retail and public administrations, among others. Atento's shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). For more information visit [www.atento.com](http://www.atento.com)

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