



PRESS RELEASE

Atento achieves new COPC certifications

- **The company obtains a new certification in Brazil and renews other COPC standards in Peru**

MADRID – June 25, 2015 – Atento (NYSE: ATTO), one of the leading world businesses in customer relationship management and business process outsourcing (CRM/BPO), has just renewed in Peru the processes certification according to the standard COPC® E-PSIC, Version 5.2, for the HR process, Serie 3, in Lima, Peru. The company has also been granted Version 5.1 of the COPC-2000 E-PSIC Certification in Brazil by the COPC, audited by Kenwin, the official representative of COPC in Latin America, Spain and Portugal. The certification of this standard in both countries, achieved following a rigorous audit processes and internal controls is a reflection of Atento's commitment to continually improving its processes, as well as increasing the added value that it offers its clients.

In Peru, Atento has once again obtained the HR certification according to the COPC® E-CSP Standard, Version 5.2, encompassing the procedure for defining workstations, training and development, and the expertise and knowledge verification process. Furthermore, with the COPC® GMD (Performance Improvement Guide) standard, Atento has recertified the development of specific methodologies with customer focus, efficiency and ongoing improvements in term of the services that it offers to telecommunications, finance and consumer goods companies. This recognition was also achieved for insurance and cosmetics companies.

The company has also received Version 5.1 of the COPC® E-PSIC Certification in Brazil, a performance management system for the specific needs of external providers of integral client services. On this occasion, the standard was granted for the operation of a major technology sector company, endorsing a set of services that Atento was already providing based on the requirements of this certification, such as the definition of the client requirements and the development of sales management, the business, and customer relationships.

Through the implementation of this management model, Atento guarantees compliance with specific standards of quality, efficiency and level of service, while in turn optimizing revenue and reducing costs. Atento Director of Operations Michael L. Flodin considers the standards to be of high value for the company, stating that "achieving new certifications, and renewing existing ones, reflects the high level of involvement of Atento and all our professionals in the management processes that add greater excellence to our service."

COPC is the most prestigious and rigorous international measuring system in the call and contact center industry. It is focused on seeking better operational results, which requires the implementation of processes in line with high standards of quality, as well as relying on a service dedicated exclusively to customer care via e-mail, telephone, Internet and in-person service.



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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. For more information visit www.atento.com

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