



PRESS RELEASE

Atento recognized at the 2015 CRC Gold Awards in Spain

- **The company was recognized with two CRC Gold awards for Best People Management and Best BPO Operation for the service provided to Samsung**
- **CRC Gold are the leading CRM/BPO industry awards in Spain**

MADRID – Thursday, October 8, 2015 – Atento (NYSE: ATTO), a leading provider of customer relationship management and business process outsourcing services worldwide, has received two awards at the 16th edition of the CRC Gold Awards, which recognize excellence in the CRM/BPO industry in Spain. The company received the awards for the Best Outsourcer in People Management and Best Business Process Outsourcing Operation for the service provided to its client Samsung.

"We are very proud with the recognition received at this edition of the CRC Gold Awards. On one hand, the award for People Management highlights that we have the most committed and talented team in the sector and that, thanks to them, Atento can offer a differential customer experience that is the basis for our commercial successes over the past year", said José María Pérez Melber, General Director at Atento for Spain and the EMEA Region.

Winning the Best Business Process Operation Award is also proof that Atento offers high added value solutions adapted to the needs of brands and their consumers. In the case of Samsung, Atento provides an innovative customer relationship management service using a multichannel platform that comprises everything from telephone service to social networks. Samsung has been a customer of Atento Spain since 2013, when Atento start to provide its Back Office service for Spain and Portugal. Atento is currently responsible for managing Samsun CRM operations for individual customers, large retail outlets, businesses and SMEs via telephone, email, web and social networks.

"At Atento, as a company that has been repeatedly recognized for People management, we understand that our excellence in this field lies in our ability to create efficient HR processes, guaranteeing excellent team performance; and also the actions we carry out to motivate our professionals so they always give their best. This combination has a direct impact on improving final customer satisfaction, the essential component of our business", commented Rosario Laso, HR Director at Atento for Spain and EMEA.

The CRC Gold awards have consolidated their position as the benchmark awards in the CRM/BPO sector in Spain and are organized by the Spanish Association of Customer Relationship Experts (AEERC), IFAES, and the consulting firm Izo System.

Over the last year Atento Spain has received other leading awards including the 2015 European Customer Service Leadership Award from Frost & Sullivan and the Top Employer Spain 2015. Atento has also been recognized as one of the best places to work in Spain by Great Place to Work in 2011, 2012, 2013 and 2014.

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

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