

## Atento Opens Two New Customer Relationship Centers in Mexico and Continues to Drive Digital Innovation in the Country

- Located in Centro Histórico and the Azafrán neighborhood, the centers are number 5 and 6 of Atento in Mexico City, 16 in the country
- The centers will offer a wide range of services and customer experience solutions leveraging Atento's omnichannel platform and digital capabilities
- They will generate more than 2,000 jobs to provide services to the insurance, automotive, banking, consumer, financial services, telecommunications, health and beauty sectors
- The inauguration ceremony was attended by Atento's Chief Executive Officer Alejandro Reynal and Atento's Mexico Managing Director Rodrigo Llaguno

**MEXICO CITY, December 5, 2018** - 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 top five providers worldwide, today opened two new customer relationship centers in the city of Mexico to deliver customer experience solutions and support the digital transformation of companies in the country.

With these two new centers, Atento reaffirms its leadership position in Mexico and remains at the forefront of the digital innovation in the customer relationship management and business process outsourcing sectors in the country. The launch of the centers included an investment of approximately 82 million Mexican pesos and the creation of more than 2,000 jobs.

For Alejandro Reynal, Atento's Chief Executive Officer, "With the opening of these two new customer relationship centers in Mexico City, our company strengthens its leading position in the Mexican market and reinforces its commitment to digital innovation in our sector. These facilities will offer our clients a wide range of services and solutions leveraging Atento's omnichannel platform and digital capabilities." Mr. Reynal added that "In the digital and highly competitive environment in which companies develop their activity, Atento offers a differential customer experience adapted to the digital consumer and that generates competitive advantages."

For Rodrigo Llaguno, Managing Director of Atento Mexico, "The new customer relationship centers of Centro Histórico and Azafrán further expand our ability to offer differentiated and innovative solutions to companies in Mexico. We combine a leading omnichannel platform with new digital capabilities and the best human talent to contribute to the success of companies in any segment of activity, also in the digital era." Llaguno highlighted the importance of combining human talent and state-of-the-art technology to support companies in their digital transformation, especially in client related processes, "The integration of both elements is the key to success" he added.

To help companies address the challenge of digital transformation, Atento has a portfolio of solutions that combine state-of-the-art technology, artificial intelligence and human talent to deliver the full potential of digital throughout the customer lifecycle. These solutions leverage the company omnichannel platform combining traditional and digital channels to offer a personalized customer experience adapted to the needs of each client. Some of these solutions will be delivered from the new centers in Mexico City to sectors such as insurance, automotive, banking, retail, financial services, telecommunications, health and beauty.

Atento's new customer relationship centers in Mexico City have more than 1,800 workstations and more than 2,000 specialized agents. The new facilities are located in Historic Center (Doctor Valenzuela number 18, in the Colony Doctors) and Azafrán (Azafrán 18, in the Granjass Mexico). Both facilities encompass meeting and training rooms, offices, cafeterias and other multipurpose spaces.

Atento has more than 20,000 employees in Mexico, 16 customer relationship centers and 10,500 workstations. In addition to

traditional services, such as sales, customer service or back office, Atento offers a wide range of digital customer experience solutions in Mexico, backed by an omnichannel platform and data analysis capabilities. Its main clients in the country are leading companies in the airline, insurance, automotive, banking, consumer, financial services, retail, health and beauty, as well as telecommunications.

### **About Atento Digital**

Atento Digital is the company's digital business unit providing customized digital solutions for the new reality presented by the digital consumer and for the challenges companies face when seeking customer satisfaction in the digital world. Atento Digital provides tools for digital marketing, front- and back-office customer relationship management process automation and a solid omni-channel platform for greater efficiency and improved results in acquiring, managing and retaining customers. It also offers solutions for advancing digital transformation processes while fully leveraging existing systems. Atento Digital's proposal incorporates the use of cognitive technology based on Keepcon's semantic engine and comprises a wide range of solutions including 100% online sales, digital customer service, digital technical support, or digital debt collection. Atento's Digital proposal also includes consultancy services, and the use of analytics and automation tools to improve the effectiveness and efficiency of customer-related processes.

### **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 five providers worldwide, 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 visit [www.atento.com](http://www.atento.com)

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