

Atento appoints Marcelo Geraldi Velloso VP of Business at Atento Mexico

MEXICO CITY, September 20, 2016 – 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 top providers worldwide, has named Marcelo Geraldi Velloso VP of Business at Atento Mexico. Marcelo will lead the banking and financial services, telecoms and multi-sector business divisions at Atento Mexico.

Marcelo has more than 20 years of professional experience at large consumer companies in Latin America and, in particular, the banking and financial services sector. Before joining Atento, he served as Executive Director, Retail Bank & Wealth Management at HSBC México and was responsible for managing more than 11,000 people and 1,000 branches across the country. Previously, Marcelo held leadership positions at HSBC, including Latin America Regional Head of Sales, Executive Director Retail Bank & Wealth Management for Panama, Marketing and Customer Relations Management Director for the entire HSBC Group in Brazil, and Marketing and HSBC Retail Sector Products Director in Brazil. Marcelo has also held management positions in marketing and product management for Gillette in Brazil and Latin America.

Miguel Matey, Managing Director of Atento Mexico and the North Region commented, “Marcelo brings to our operations in Mexico a wealth of experience in customer relations intensive industries such as consumer goods, banking and financial services. His joining our company reflects Atento's constant commitment to working with the best talent to provide value to our customers.”

Marcelo Geraldi Velloso said, “I feel very proud to join Atento, the leading CRM BPO company in Latin America. I look forward to contributing to the great value Atento offers to its clients in an area with such strategic importance as customer experience management.”

Marcelo holds a Bachelor’s degree in Economics from Universidade Federal do Rio de Janeiro and a General Management Certificate from Harvard University.

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 14 countries where it employs more than 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 2015, Atento was named one of the World’s 25 Best Multinational Workplaces by Great Place to Work® for a third consecutive year. For more information visit www.atento.com

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