



## ATENTO is the first company from the sector to win the ISO 56002

- The evaluation process lasted 5 months and took into consideration initiatives in the innovation area.

**São Paulo, July 6th, 2020** – Atento S.A. (NYSE: ATTO) (“Atento” or the “Company”), the largest customer relationship management and business process outsourcing services provider in Latin America, and among the top five companies globally, just won the ISO 56002 certification. This is the first time at a global scale that a company in the customer relationship sector has received this seal of approval. The organization is also the fourth in Brazil to achieve this certification. Worldwide, it is estimated that approximately 100 companies have been certified with the ISO certification for innovation management, including AirBus and Total Petroquímica.

To achieve this certification, Atento went through an evaluation process that took into consideration the initiatives already taken in the innovation area and those that would still be necessary to meet the standard guidelines, proving an efficient innovation management system. The implementation process was supported by PALAS, a pioneer consultancy in the implementation of ISO 56002 in Brazil, and the efforts of Atento employees. It took five months in total for the company to be ready for the certification audition, which was carried out by QMS, an international certifier of Australia.

According to Dimitrius Oliveira, Atento’s Regional Director in Brazil, this was an important achievement not only for the company but for the entire sector. “The adhesion process was positive and very fast. We worked hard and received support from our teams to gain this important certification, which is very well recognized within the market. We are happy to make history by being the first company in our sector in the world to receive the ISO 56.002 seal. It is an achievement that puts us ahead of the competition”, he says.

During the process, Atento analyzed trends that may impact its market, in addition to mapping risks inherent to the business and creating an innovation funnel, capable of involving employees in the search for ideas that could bring leverage to the company. The biggest benefit was the alignment between the operational, tactical, and strategic levels through a digital platform, making everyone work synchronously around the company’s mission, which is to be a pioneer in the development and implementation of customer experience projects.

“This achievement is the reflection of a work focused on innovation, which around two years ago was consolidated with Products Development, Transformation, and Global Innovation Teams based in Brazil. Today, we can say innovation is part of our culture and is among the main investment priorities for the company, aligned to improve our offer and deliver the best results to our customers”, highlights Maurício Castro, director of the area.

For Alexandre Pierro, founding partner of PALAS and technically responsible for the implementation of the high standards at Atento, the achievement of ISO 56002 demonstrates the company is aligned with the best global practices in innovation management. “This guarantees a great competitive advantage for Atento, which will always be a leader searching for innovative solutions and attuned to operational, market, and technological efficiency. Now, Atento is prepared to generate and deliver much more value to its market”, concludes Pierro.

ISO - International Organization for Standardization - is an independent non-governmental organization, founded in 1947, in Geneva, Switzerland, which was born to organize the world post-World War II. The organization brings together specialists from 164 countries to develop non-mandatory international standards and thus obtain a management system that can serve the international market. In total, there are more than 22 thousand technical standards, which include more than 50 business management models.

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ISO 56002 started to be elaborated in 2008, in the midst banking system crisis. For 11 years, experts from around the world worked on the search for the best innovation practices in their countries, to reach a consensus. Based on eight principles - process approach, value creation, strategic direction, leadership with a focus on the future, adaptability and resilience, insight management, uncertainty management, and collaborative culture - the objective of the standard is to ensure that companies innovate periodically, systematically and focused on value generation.

#### **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 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 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 2019, Atento was named one of the World's 25 Best Multinational Workplaces and one of the Best Multinationals to Work for in Latin America by Great Place to Work®. For more information visit [www.atento.com](http://www.atento.com)

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