



Atento Receives Frost & Sullivan's 2021 Product Leadership Award for Latin America

- Atento and its Next Generation Services stand out in Latin America's Customer Experience Outsourcing Services Market, providing best quality, security and performance

NEW YORK, February 1st, 2020 -- Atento S.A. (NYSE: ATTO) ("Atento" or the "Company"), the largest provider of customer-relationship management and business-process outsourcing services in Latin America, and among the top five providers globally, announced today that it is the recipient of Frost & Sullivan's 2021 'Product Leadership Award' for 'Excellence in Best Practices for Customer Experience Outsourcing Services' in Latin America.

Frost & Sullivan's annual leadership awards are based on the opinions of its global team of market research analysts who evaluate which company offers products and/or solutions that provide the best quality, security and performance in its industry, among other leadership attributes. For the Customer Experience (CX) Outsourcing Services sector, the analysts also identified three key strategic imperatives for providers competing in Latin America: innovative business models, disruptive technologies, and ability to address internal challenges. Atento excelled across all three categories, particularly with regard to developing and delivering advanced Next Generation Services for the region's CX market.

Frost & Sullivan Research Director Juan Gonzalez said, "Customer service is a key differentiating factor for the world's top brands. Atento's Next Generation Services place it at the vanguard of advanced CX services for many of Latin America's leading companies, adding significant value through a combination of highly qualified agents and advanced technologies such as AI and other cognitive tools. Atento excels in these crucial areas, enabling it to deliver High Value Voice services, multichannel integration, CX consulting and back office automation that ensure an optimal customer journey."

Carlos López-Abadía, CEO of Atento, said, "We are proud to receive Frost & Sullivan's leadership award, which represents the culmination of many Atento employees' hard work and determination to help our company overcome many challenges, not least those posed by the health pandemic that struck our core market. As a result of their efforts, we have emerged a far stronger company, enabling us to lead Next Generation CX in Latin America as well as positioning us well to penetrate other key markets with our best-in-class solutions."

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

About Atento

Atento is one of the five largest global providers for client relationship management and business process outsourcing services nearshoring for companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries with a workforce of 150,000 employees. Atento has over 400 clients for which it provides a wide range of CRM/BPO services through multiple channels. Its clients are leading multinational companies in the technology, digital,



telecommunications, finance, health, consumer and public administration sectors, amongst others. Atento trades under ATTO on the New York Stock Exchange. In 2019 Atento was recognized by Great Place to Work® as one of the 25 World's Best Multinational Workplaces and as one of the Best Places to Work in Latin America. For more information: www.atento.com

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