

Solutions that improve the Customer Experience and the efficiency of companies

Atento and ManpowerGroup partner to offer multilingual customer service and process automation technology (RPA) services

- **With this agreement, both companies expect to enable more than 2,000 customer service positions in centers located in the Iberian Peninsula**
- **Experis robotic process automation (RPA) technology, now adding to Atento's expertise, helps drive productivity, improve operational efficiency, reduce costs and speed up turnaround times.**

Madrid, 22 July 2021. - Atento, the leading CRM (Customer Relationship Management) and BPO (Business Process Outsourcing) services company in Latin America, and ManpowerGroup, a global leader in Talent Strategy, Technology and Sustainability announced a strategic alliance to offer multilingual Customer Service services, in addition to robotic process automation technologies (RPA) for the corporate market. With this agreement, Atento and ManpowerGroup seek to offer solutions that help companies transform their business models and differentiate themselves from the competition in a global and competitive context, through internal efficiency and excellence in customer service. The agreement will enable more than 2,000 Customer Service positions to be set up in different work centers in the Iberian Peninsula.

With the goal of addressing the demands of a globalized market and improve the Customer Experience, Atento and ManpowerGroup will collaborate in the provision of multilingual services, reinforcing Atento's offer of nearshoring solutions while providing great benefits to its clients, such as geographical and cultural proximity, flexibility and cost efficiency. Through this agreement, clients will also gain access to the portfolio of services of Experis – ManpowerGroup's Technology brand - and specifically to its robotic process automation (RPA) solutions. Experis will add its experience in business transformation processes to Atento's automation capabilities, in order to help companies improve their processes' precision and efficiency.

"This alliance seeks to promote a winning combination for our country, with a clear commitment to optimizing costs for companies and generating quality employment," says José María Pérez Melber, Atento's General Director in the EMEA region.

"At such a difficult time, companies are requesting trusted partners to improve their competitiveness through innovative solutions based on Talent and Technology. The collaboration between ManpowerGroup and Atento helps organizations to be successful in their digital transformation" -Raúl Grijalba, President of ManpowerGroup for Spain, Portugal, Greece and Israel.

Improved Customer Experience

The collaboration between both companies will allow to offer end customers a better User Experience by facilitating customer relationship services to be served in multiple languages, thus centralizing customer service in new generation multilingual hubs that add Artificial Intelligence and Automation capabilities to improve quality and efficiency. Customer-oriented multilingual skills are one of the most important factors to promote nearshoring services, making it an increasingly interesting element for companies to be able to manage services centrally for different markets.

According to Frost & Sullivan data and based on Atento's analysis, it is estimated that the growth of the Customer Experience Outsourcing sector for 2020-21 globally will be of 5.7%, and the income derived from the provision of services to clients under the offshore / nearshore model will go up by 7.4%, reaching US\$31.3 billion. Promote multilingual skills, which are increasingly in demand, is key to the continued growth in the sector.

The corporate future is based on process automation

Robotic Desktop Automation (RDA) is an expanding area, with millions of robots working remotely for just a single user. Experis RPA software allows to combine computer vision, machine learning and automation to carry out high volumes of repetitive tasks in the workplace (such as entering data, performing specific tasks, collecting results from a program or log into a system), while giving employees the flexibility to focus on more important tasks.

Without the need to modify the existing IT system, RPA software can also process structured or semi-structured information. Order processing, financial reporting, password resets, data aggregation, and maintenance are some of the most common activities performed by RPA tools. Within the framework of this agreement, Atento will contribute with its knowledge in the automation of operations for the joint commercialization of these services, as well as in carrying out common projects that involve RPA technology and other types of automation.

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 14 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

Experis® is the world leader in professional IT resources, permanent recruitment, project solutions and managed services. As the need for IT skills accelerates, Experis helps organizations transform their digital infrastructure, business applications, cloud, and cybersecurity. Through Experis Academy, we offer the powerful combination of in-demand technical skills along with the soft skills that are critical to business success. Experis is part of the ManpowerGroup family of brands, which also includes Manpower and Talent Solutions. For more information, visit www.experis.com.

ManpowerGroup® (NYSE: MAN), the world's leading people solutions company, helps organizations transform into a rapidly changing world of work by finding, evaluating, developing and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations each year, providing them with qualified talent while also finding meaningful and sustainable employment for millions of people in a wide range of industries and skills. Our expert family of brands - Manpower, Experis and Talent Solutions - create substantial value for candidates and clients in more than 75 countries and territories and have been doing so for more than 70 years. We are consistently recognized for our diversity - as the best place to work for women, inclusion, equality and disability and in 2020 ManpowerGroup was named one of the World's Most Ethical Companies for the 11th year - confirming our position as the Brand of choice for in-demand talent.