



## Atento Awarded ISO 56002 for Innovation Management for the second year in a row

- The recertification consolidates the maturity of the Company's innovation management system

**São Paulo, July 15, 2021** – Atento S.A. (NYSE: ATTO, “Atento” or the “Company”), one of the world’s top five providers of customer relationship management and business process outsourcing (CRM/BPO) services, announced today that it was awarded by the International Organization for Standardization the ISO 56002 Certification for innovation management, for the second consecutive year. The Company was the first in its sector in the world to receive this certification, which is currently held by nearly 100 companies worldwide.

During the audits performed this year, Atento presented an important evolution in the innovation management processes throughout its chain, both in terms of internal and open innovation. Today, it is fully managed and integrated through tools that can deliver impact and continuous improvement KPIs, measuring every phase of the innovation funnel.

Pablo Sánchez Pérez, Atento’s Global CMO, added: “Since becoming the first company in the sector globally to be awarded the ISO 56002 Certification last year, we have continued to boost innovation companywide. Initiatives such as our Virtual Hub, which is based on cloud technology, offers high flexibility to our customers and can be adapted to their specific operational needs to help them achieve global operational management. Another highlight is the Atento@Home program, through which agents can telework safely and securely from home thanks to the latest technology, and allowed us to adapt swiftly and efficiently to the market changes brought about by the pandemic. These kinds of programs drive value for our customers and we will keep developing projects of this caliber aligned to their needs and expectations.”

The International Organization for Standardization (ISO) is an independent non-governmental organization, founded in 1947, in Geneva, Switzerland, which was born with the aim of organizing the post-World War II world. The organization brings together experts from 164 countries to develop non-binding 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.

ISO 56002 began to be developed in 2008, amidst the financial banking crisis. For 11 years, experts from around the world have worked to find the best innovation practices in their countries, in order to reach a consensus. Based on eight principles - process approach, value realization, strategic direction, future-focused leadership, adaptability and resilience, insight management, uncertainty management and collaborative culture - the aim of the standard is to ensure that companies innovate periodically, systematic and focused on value creation.

Carlos López-Abadía, Atento’s CEO, stated: “The renewal of the ISO 56002 Certification attest to Atento’s commitment to driving innovation and to constantly evolve in line with market trends, something we believe is the basis for our future business growth. This ensures we can remain providing the best customer service for our clients.”



## 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](http://www.atento.com)

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