



Atento Receives Customer Value Leadership Award for Brazil at Frost & Sullivan's Best Practices Awards

- Atento granted Customer Value Leadership Award (Brazil) for differentiating itself through Next Generation CX services.
- Atento remains the largest provider of CX Outsourcing services in Brazil, with 25.9% market share in 2020.

Madrid, February 24, 2022. Atento S.A. (NYSE: ATTO, "Atento" or the "Company"), one of the five largest providers of Customer Relationship Management and Business Process Outsourcing (CRM / BPO) services worldwide and a sector leader in Latin America, announced today that it has received Frost & Sullivan's Customer Value Leadership Award in Brazil's Customer Experience Outsourcing Services industry.

A global team of analysts at Frost & Sullivan applies a rigorous analytical process to evaluate, across two dimensions, nominees for each best practices award category. Atento distinguished itself for Next Generation services that deliver unique and enhanced customer experiences to a global client base.

In granting the Customer Value Leadership Award, Frost & Sullivan also noted Atento's highly focused strategy to win customers in the challenging born-digital vertical in Brazil, as well the Company's ability to consistently attract and develop key brands as clients since 2018. Atento currently has over 15 Born-digital clients in the country. The Company was further praised for hiring call agents with unique skills who can work with greater autonomy to effectively resolve customer queries while adapting to required profiles and language styles associated with each client's brand. Also cited by the analysts were Atento's advanced training tools as well as its modern and upgraded call centers.

Juan Manuel Gonzalez, Research Director at Frost & Sullivan, stated, "Atento is currently developing proprietary platforms and solutions that provide very clear competitive advantages, such as Brand Persona and Global Digital Assessment by Atento."

In the field of Customer Experience, Atento stands out as a market leader in Next Generation CX, as a result of increased investments in advanced technologies, innovation and social responsibility, in addition to the importance it consistently places on the human touch. According to Frost & Sullivan's latest market research, Atento maintained its leadership position in 2020, with 25.9% market share, which is 16.4 percentage points ahead of the second largest CX provider in Brazil.

Carlos López-Abadía, Chief Executive Officer of Atento, said, "The Brazilian market continues to be a significant source of growth for Atento, so we are proud to have been recognized by Frost & Sullivan for CX best practices in this key market. We continually strive to evolve and provide ever more competitive services for customers who seek to deliver unique customer experiences such as those available through Atento's Next Generation services."

In addition to measuring reliability and quality of service in Brazil, the research by Frost & Sullivan, also demonstrates the company's wider corporate positioning, financial performance, customer acquisition and growth potential.



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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Forward-Looking Statements

This press release contains forward-looking statements. Forward-looking statements can be identified by the use of words such as "may," "should," "expects," "plans," "anticipates," "believes," "estimates," "predicts," "intends," "continue" or similar terminology. These statements reflect only Atento's current expectations and are not guarantees of future performance or results. These statements are subject to risks and uncertainties that could cause actual results to differ materially from those contained in the forward-looking statements. In particular, the COVID-19 pandemic, and governments' extraordinary measures to limit the spread of the virus, are disrupting the global economy and Atento's industry, and consequently adversely affecting the Company's business, results of operation and cash flows and, as conditions are recent, uncertain and changing rapidly, it is difficult to predict the full extent of the impact that the pandemic will have. Risks and uncertainties include, but are not limited to, competition in Atento's highly competitive industries; increases in the cost of voice and data services or significant interruptions in these services; Atento's ability to keep pace with its clients' needs for rapid technological change and systems availability; the continued deployment and adoption of emerging technologies; the loss, financial difficulties or bankruptcy of any key clients; the effects of global economic trends on the businesses of Atento's clients; the non-exclusive nature of Atento's client contracts and the absence of revenue commitments; security and privacy breaches of the systems Atento uses to protect personal data; the cost of pending and future litigation; the cost of defending Atento against intellectual property infringement claims; extensive regulation affecting many of Atento's businesses; Atento's ability to protect its proprietary information or technology; service interruptions to Atento's data and operation centers; Atento's ability to retain key personnel and attract a sufficient number of qualified employees; increases in labor costs and turnover rates; the political, economic and other conditions in the countries where Atento operates; changes in foreign exchange rates; Atento's ability to complete future acquisitions and integrate or achieve the objectives of its recent and future acquisitions; future impairments of our substantial goodwill, intangible assets, or other long-lived assets; and Atento's ability to recover consumer receivables on behalf of its clients. In addition, Atento is subject to risks related to its level of indebtedness. Such risks include Atento's ability to generate sufficient cash to service its indebtedness and fund its other liquidity needs; Atento's ability to comply with covenants contained in its debt instruments; the ability to obtain additional financing; the incurrence of significant additional indebtedness by Atento and its subsidiaries; and the ability of Atento's lenders to fulfill their lending commitments. Atento is also subject to other risk factors



described in documents filed by the company with the United States Securities and Exchange Commission. These forward-looking statements speak only as of the date on which the statements were made. Atento undertakes no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.

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