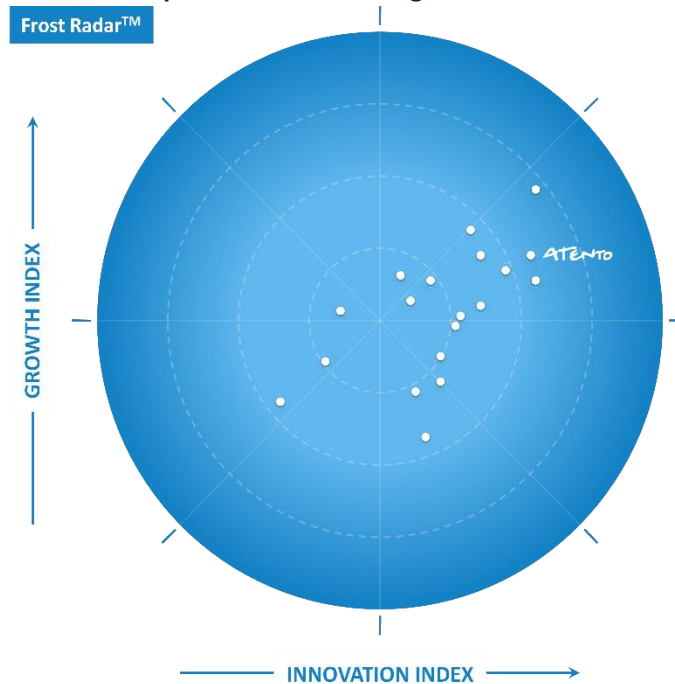


## Atento recognized by Frost & Sullivan as a leader in CX Outsourcing in Latin America for 2022

- The company has excelled in the innovation and growth matrix by offering CX transformation solutions and based on its innovation capabilities.

**New York, 22 May 2023.** Atento, one of the world's largest providers and a leading company in customer relationship and business process outsourcing (CRM/BPO) services, today announced its recognition by Frost & Sullivan as a leader in the Frost Radar™ for Customer Experience and Outsourcing services in Latin America for 2022. This recognition rewards Atento's expertise in Customer Experience (CX) driven by continuous innovation and investment in new technologies. In this edition, Atento indexes within the Top 3 for Innovation and among the Top 4 in Growth.

### FROST RADAR™: Customer Experience Outsourcing Services Market in Latin America 2022



Due to the maturity of the outsourcing services market in Latin America, there is strong competition within the sector and innovation capabilities are a significant differentiator. With this in mind, Frost & Sullivan evaluated 19 companies in the CX industry in the region, based on their record of innovation and growth. As a result, Atento emerged as one of the leading companies in this Frost Radar™, given its notable presence in the Innovation matrix, with a strong pipeline for future growth.

The company also stands out for being one of the few businesses scoring over four points out of five on the Radar, which reinforces its successful performance and ability to differentiate itself by betting on innovation.

The 2022 Frost Radar™ assessment also highlighted Atento for being the only company in the market managing a start-up accelerator, Atento Next, to leverage emerging technologies and



methodologies, positioning the company in the field of continuous innovation in the coming years.

### **Innovation at the heart of the business**

An intensive focus on technology to drive innovation is one of the requirements Frost Radar considers in its company assessment. In this regard, Atento excels in the innovation matrix, providing CX transformation solutions leveraging omnichannel and digital capabilities, analytics, knowledge management, automation, Natural Language Processing (NLP), and real-time voice recognition.

In this year's evaluation, Atento was recognized for the use of its predictive model for talent retention, which is unique in the industry. This model analyzes the willingness of employees to stay, allowing companies to take measures to extend their tenure.

Another factor that set Atento apart is obtaining the ISO 56.002 certificate in innovation management, which guarantees that Atento innovates periodically and systematically with a focus on value creation.

"In a highly fragmented and competitive market such as Latin America, Atento has excelled due to innovations in different disciplines such as automation, Natural Language Processing, and real-time speech recognition. In addition to its innovative approach, continued growth positions the company as a key player in the industry," said Sebastian Menutti, principal analyst at Frost and Sullivan Latin America.

### **Sustained growth from digital services**

Another pillar of the report is the growth of the company. Atento is one of the largest CX providers in the Latin American market, maintaining long-term relationships with clients from a wide range of industries. These relationships give Atento the opportunity to drive the digitalization of its CX operations.

In addition, the company has diversified its client portfolio, obtaining new and increasing those it already has in sectors such as digital, retail, e-commerce, financial services, and healthcare.

"It is with great satisfaction that we are recognized again as a leader in the Frost Radar report for CX Outsourcing services in Latin America. In a highly competitive industry, betting on constant innovation allows us to hold a leadership position in the market. We continue to focus on expanding our digital services and are committed to excellence for our clients, as well as continuing to extend our portfolio in different strategic verticals," said Dimitrius Oliveira, CEO of Atento.

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## About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BPO") services in Latin America, and one of the world's leading providers. Atento is also one of the leading providers of CRM BPO services under a nearshoring regime for companies operating in the United States. Since 1999, the company has developed its business model in 16 countries in which it employs approximately 135,000 people. Atento has more than 400 clients to whom it offers a wide range of CRM BPO services through multiple channels. Atento's clients are mostly leading multinational companies in sectors such as telecommunications, banking and financial services, healthcare, retail and public administrations, among others. Atento shares trade under the symbol ATTO on the New York Stock Exchange (NYSE). In 2019, Atento was named one of the 25 best multinational companies in the world and one of the best multinationals to work for in Latin America by Great Place to Work®. In addition, in 2021 Everest named Atento as a "star performer". Gartner has named the company two consecutive years as a leader in its Magic Quadrant since 2021. For more information visit [www.atento.com](http://www.atento.com)

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