Atento Launches an AI Center of Excellence to Drive the Creation of Innovative Agile Solutions

- This Artificial Intelligence (AI) Center of Excellence (CoE) is promoting the development of personalized AI solutions, continuing to revolutionize Atento's customer experience value propositions across all industries.
- With a specialized team, the CoE is part of the company's ongoing dedication to driving innovation and improving productivity through new, cutting-edge technologies with strong focus on generative AI.

Madrid, October 11, 2023. Atento S.A. ("Atento" or the "Company"), one of the world's largest customer relationship management and business process outsourcing (CRM / BPO) service providers and an industry leader in Latin America, today announced a new Artificial Intelligence (AI) Center of Excellence (CoE) to encourage the development of generative AI-powered projects within an agile and secure innovation framework. The CoE allows the company to define new solutions, accelerate development of current AI portfolio, and expand knowledge and best practices around AI in a holistic and transformative way across Atento's regions and customers.

The CoE was established alongside a Global AI Committee and several new company policies to ensure value generation without compromising security, integrity, confidentiality, privacy, or intellectual property when applying AI technologies. The Global AI Committee is responsible for building the foundation of Atento's generative AI strategy while supervising ongoing AI projects and speeding up AI development. The set policies ensure all AI programs are safe, following guidelines that ensure compliance with ethical, legal, security, financial, and third-party principles.

"As AI innovation continues to advance, it is important to establish a secure and reliable environment for development and experimentation," says Eduardo Aguirre, Global Chief Information Officer at Atento. "The new Center of Excellence encourages agility and innovation while maintaining safe business practices. AI has become a fundamental part of our company strategy and we're certain this new program is our next step in transforming the value we bring to our customers and business operations through our Next Generation Capabilities."

Atento's AI CoE brings together a variety of business and technical profiles, including data scientists, computational linguists, AI engineers, full-stack developers, business champions, prompt engineers and scrum masters, among others to make the development of holistic AI projects possible. The CoE will ultimately allow Atento to build more agile business solutions for their customers.

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 leading providers worldwide. Atento is also one of the leading providers of nearshoring CRM BPO services for companies operating in the United States. Since 1999, the Company has developed its business model in 16 countries, employing approximately 135,000 people. Atento has more than 400 clients, offering a wide range of CRM BPO services through multiple channels. Atento's clients are mostly leading multinational companies in telecommunications, banking and financial services, healthcare, retail and public administration sectors. 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 a leader in its Magic Quadrant since 2021. For more information visit www.atento.com