

Mónica Rey, Atento's new regional director in EMEA

- *Rey will lead the region's digital transformation strategy in her new role.*

Madrid, November 5, 2023 – Atento, S.A. ("Atento" or the "Company"), one of the world's largest providers of customer relationship management and business process outsourcing (CRM/BPO) services and an industry leader in Latin America, has announced the addition of Mónica Rey as its new Regional Director for EMEA. In her new role, Rey will contribute to the business development and implementation of the region's digital transformation strategy.

During her professional career, Rey has held executive and management roles focused on business transformation and consulting, with a wealth of experience in the customer service sector and a strong focus on digital transformation. With a great strategic vision, her profile stands out for having led projects for multinational clients in different industries, such as the food, media and telecommunications sectors, playing an important role in the transformation process of companies such as the Nueva Pescanova Group or the PRISA Group.

At the same time, consulting is one of the areas where Rey has maintained a high profile in recent years, having managed projects for multinational clients in companies such as McKinsey and Company or DirAction focused on operations management, improvement of business performance in terms of operational processes or organizational systems.

Previously, Rey held the position of Head of Global Strategy and PMO at Atento, where she stood out for developing growth strategies, identifying opportunities, and managing global projects. Now, in her new role as Regional Director for EMEA, she will be responsible for designing and implementing the business strategy in the region, helping to drive the company's transformation towards a path of growth in the sector and with customers.

"It is an honor to be part of Atento again, this time as regional director for EMEA, when digital transformation is a priority for the company. It is a responsibility that I take on with great enthusiasm and with a great commitment to take advantage of everything that new technologies have to offer us to provide the best service, as well as to enhance the capabilities of employees to continue offering a service based on excellence," said Rey.

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 globally. 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 17 countries, employing approximately 120,000 people. Atento has more than 400 clients, offering a wide range of CRM BPO services across multiple channels. Atento's clients are mostly leading multinational companies in the telecommunications, banking and financial services, healthcare, retail and government sectors. In recent years, the company has been recognized for its excellence by several industry analysts in different regions, including Everest (named a "star performer" in 2021), Gartner (recognized as a leader in Customer Service BPO in the Magic Quadrant since 2021), Frost & Sullivan (named a leader in CX Outsourcing in Latin America for 2022) or Forbes (selected as one of the 100 best companies to work for in 2023 in Spain). For more information, visit www.atento.com.