



Atento Colombia Receives 2023 Frost & Sullivan Award for Leadership in Customer Value

- Atento was honored with the 2023 Customer Value Leadership Award by Frost & Sullivan, recognizing it as the leading provider of customer value within the Colombian customer experience outsourcing services industry.

Colombia, January 24, 2024- Atento S.A. (NYSE: ATTO, "Atento" or the "Company"), one of the five largest providers worldwide and the leading customer relationship management and business process outsourcing (CRM/BPO) services company in Latin America, proudly announces it has received the Frost & Sullivan Customer Value Leadership Award in the Customer Experience Outsourcing Services industry in Colombia.

Frost & Sullivan, a renowned global consultancy, meticulously evaluated nominees for this accolade, focusing on two critical dimensions: Business Impact and Customer Satisfaction. Atento distinguished itself by driving business success, delivering exceptional end-customer experiences, and offering a diverse array of services tailored to various verticals, all supported by a robust blend of people, processes, and technology.

Frost & Sullivan recognized Atento Colombia for its focused strategy in operational development within the CX transformation realm, ensuring consistent service delivery and maintaining high-quality standards. Additionally, Atento's advancements in the digital landscape and commitment to ethical practices were lauded for their responsiveness to market changes, and dedication to satisfying customer needs.

Sebastian Menutti, Industry Director at Frost & Sullivan, commented: "*Integrity, agility, loyalty, customer orientation, and accountability highlight Atento's growth. The company's approach to value creation integrates social and environmental awareness into its business model, benefiting customers, employees, and the community at large.*" Comments **Sebastian Menutti, Industry Director at Frost & Sullivan.**

Atento's strategic expansion into various industries positions the company as a leader in CX and BPO services. With a keen understanding of customer demands and market trends, Atento delivers effective and innovative CX solutions tailored to diverse clients' requirements.

Manuel Albornoz, Research Analyst at Frost & Sullivan, emphasized Atento's world-class operating standards and CX transformation parameters, ensuring consistent, high-quality service delivery across different markets. "*Atento's dedication to advancing the digital landscape reflects its core values and collaborative approach as one team.*"

Atento's development of services aimed at enhancing customer interaction and operational efficiency underscores its commitment to value creation. By integrating consulting processes, digital transformation, automation, data science, and strategy, Atento transforms the traditional product sales model into a strategic partnership focused on trust, deep customer understanding, and long-term relationships.

At the core of Atento's distinctive approach lies its execution of a consultative methodology, which is uniquely geared towards fostering innovative solutions. This methodology integrates thorough market analysis, trend research, and engagement with key points of contact. This comprehensive approach enables the identification of weaknesses and areas for improvement in the customer experience, ultimately leading to process optimization across the entire customer interaction cycle.



Frost & Sullivan's research also highlights Atento's industry leadership, innovation, financial performance, customer acquisition, and growth potential, further solidifying its position as a trailblazer in the CX and BPO services sector.

Oscar Velasquez, Country Director of Atento Colombia, expressed pride in the recognition from Frost & Sullivan, citing Atento's belief in innovative strategies, transformational projects, process quality, and a customer-centric approach. *"As a provider of CRM and BPO services, Atento is primed to lead the new era of CX"*

About Atento

"Atento stands as the largest provider of customer relationship management and business transformation outsourcing ("CRM/BTO") services in Latin America and as one of the global leaders. Furthermore, Atento ranks as a top provider of nearshoring CRM BTO services for US-based companies. Since its inception in 1999, the company has expanded its business model across 17 countries, employing 110,000+ people. Serving over 400 clients, Atento delivers a broad spectrum of CRM BTO services across multiple channels. The majority of Atento's clients include multinational corporations across telecommunications, banking and financial services, healthcare, retail, and government sectors. In recent years, Atento has earned accolades for its excellence from various industry analysts globally, including Everest, Gartner, Frost & Sullivan, and ISG. Forbes recognized it as one of the 100 best companies to work for in Spain in 2023, while Great Place to Work® has consistently ranked it among the top 25 companies to work for worldwide. Atento has also distinguished itself as the first company in the sector worldwide to secure the ISO 56002 Innovation Management Certification for three consecutive years. For more information, visit www.atento.com."

About Frost & Sullivan

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