



Atento advances as a Leader in Business Transformation Outsourcing (BTO)

- As part of its Business Transformation Outsourcing strategy, Atento in Colombia has developed a plan to migrate its data center infrastructure.
- This initiative represents a significant investment in technology to transform the operating model by enhancing scalability, increasing flexibility, and improving the customer experience.

Colombia, June 24th, 2024. Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer relationship management and business transformation process outsourcing (CRM/BTO) services and an industry leader in Latin America, has announced a strategic agreement with Cirion Technologies, a leading technology solutions company, to migrate its data center infrastructure in Colombia.

Deiby Fandiño, Global IT Operation and Infrastructure Director at Atento, emphasized the pivotal role of this decision: "The migration of our data center in Colombia is a strategic investment for Atento's future. This move not only optimizes our technology infrastructure but also fortifies our ability to meet dynamic market demands and continue to deliver exceptional service to our customers, ensuring an even more superior customer experience."

By focusing on its core business and enhancing operational efficiency, Atento is ensuring a more responsive service to its customers. This strategic move will result in more agile and scalable solutions, leading to an enhanced user experience.

Maria Claudia Rey, President of Cirion Technologies Colombia, added: "We are excited to collaborate with Atento on this strategic project. Our advanced infrastructure will provide the technological foundation necessary for Atento to continue innovating towards leadership in the BTO industry."

In addition to the operational benefits, the Data Center's migration strategy is a testament to Atento's commitment to sustainability. The new data center operated by Cirion is designed to be highly energy efficient and comply with the highest ESG (Environmental, Social, and Governance) certifications and standards. This not only reduces environmental impact but also contributes to Atento's corporate social responsibility, reinforcing our dedication to a more sustainable future.

Atento's Business Transformation Outsourcing (BTO) model focuses on offering innovative and personalized solutions throughout the relationship process, acting in a consulting manner to design and automate customer processes.

Atento goes beyond outsourcing customer services by providing experience and innovation, which reaffirms the commitment to digital transformation and operational excellence to guide customers into the new era of customer experience (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 Cirion

Cirion is a leading provider of digital infrastructure and technology, offering a comprehensive set of fiber networking, connectivity, colocation, cloud infrastructure, and communication and collaboration solutions to advance Latin America through technology. Cirion serves more than 5,500 Latin American clients and multinationals, including enterprises, government agencies, cloud service providers, operators, ISPs and other leading companies. The company owns and operates a portfolio of owned networks and data centers, with broad coverage throughout the Latin American region. Learn more about Cirion at www.ciriontechnologies.com