



Atento appoints Idalia García as new Commercial and Marketing Director in Mexico

MEXICO CITY, December 05, 2024. Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer relationship management and business process outsourcing (CRM/BTO) services and an industry leader in Latin America, is pleased to announce the addition of **Idalia García as the new Chief Commercial and Marketing Officer in Mexico**. This appointment reinforces the company's commitment to innovation, sustainable growth and excellence in customer service.

With more than 25 years of experience in the commercial area, Idalia has held strategic roles in global companies such as Panamericano, Avaya and Dell, where she stood out for her leadership and focus on the transformation of business strategies. His solid training, which includes a Bachelor's Degree in Computer Science and Systems from La Salle University and a Master's Degree in Information Technology, allows him as his main objective to innovate and connect technology with the strategic needs of the business, strengthening the BTO (Business Transformation Outsourcing) model.

In her new role, Idalia will be responsible for:

- **Maintain and strengthen the relationship with current customers, consolidating Atento as their strategic partner in the transformation of Customer Experience (CX).**
- **Identify and develop new markets to expand the company's reach.**
- **Implement strategies focused on technological solutions that optimize the Customer Experience (CX) in each interaction.**

"We are excited to welcome Idalia to the Management Committee at Atento Mexico. Their experience and vision will be key to consolidate our position as leaders in BTO (Business Transformation Outsourcing) and to continue offering technological solutions that give our clients competitive advantages in their businesses," said **Elia Santillán, Country Director at Atento Mexico**.

Idalia García said: *"It is an honor to join a company with Atento's trajectory and commitment. I am convinced that, together with this great team, we will be able to expand our commercial offer and continue to provide solutions that make a difference for our customers and partners."*

With this appointment, Atento reaffirms its strategic focus on the transformation and strengthening of its portfolio of services, always seeking to exceed the expectations of its customers and lead in innovation within the sector.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing ("CRM BTO") services in Latin America and one of the leading providers worldwide. Atento is also one of the leading providers of BTO nearshoring CRM services for companies operating in the United States. Since 1999, the Company has developed its business model in 17 countries, employing approximately 110,000 people. Atento,

which serves more than 400 customers, offers a wide range of CRM BTO services through multiple channels. The majority of Atento's clients are 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 global industry analysts, including Everest, Gartner, Frost & Sullivan and ISG. Forbes recognized Atento as one of the 100 best companies to work for in Spain in 2023, while Great Place to Work® has continuously ranked us as one of the 25 best companies to work for worldwide. We have also been recognized as the 1st company in the sector worldwide to achieve the ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years. For more information, visit www.atento.com