

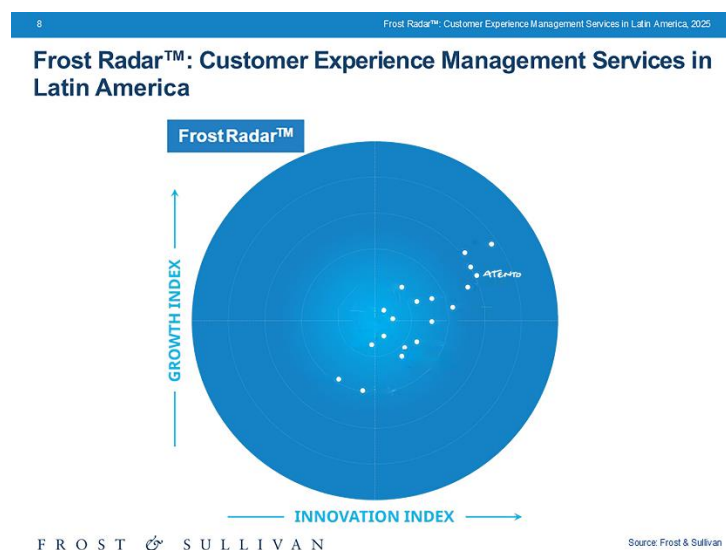
Frost & Sullivan places Atento as a leader in the Customer Experience Management Frost Radar 2025

- FROST RADAR™ 2025 has recognized Atento as a leader in the customer experience management market in Latin America for the fifth consecutive year, highlighting its evolution towards a BTO model based on business results
- Frost & Sullivan recognizes Atento's transformation from traditional BPO provider to strategic transformation partner, driven by disruptive technologies such as generative AI

Madrid, 25 June 2025 -- Atento, Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer relationship management services and business transformation process outsourcing (CRM/BTO), has once again received recognition from Frost & Sullivan as an innovation leader in the Frost Radar: Customer Experience Management Services in Latin America 2025 report. This recognition consolidates Atento's leadership in the sector's Customer Experience transformation and its ability to deliver intelligent, scalable, and human experiences in high-complexity environments.

The consulting firm Frost & Sullivan has highlighted Atento for its evolution towards a results-based BTO model, driven by disruptive technologies such as generative artificial intelligence, and for maintaining a people-centered strategy in its FROST RADAR™ 2025 study.

FROST RADAR™: Customer Experience Management Market in Latin America 2025



Sebastian Menutti, Research Director at Frost & Sullivan, highlights: "With decades of operational experience, Atento continues to show how AI can become scalable and practical. Atento's solution suite, AI Studio, stands as a testament to this vision, transforming innovation into repeatable and measurable results that enable companies to grow, compete, and lead in today's digital economy."

For his part, Dimitrius Oliveira, CEO of Atento, has noted: "We are filled with pride to be recognized again by Frost & Sullivan, a reflection of the constant commitment of the entire Atento team to responsible, sustainable, and people-centered innovation. This recognition drives our mission to transform every interaction into a real opportunity to generate value for our clients and their users."

Strategic evolution: From BPO provider to BTO transformation partner

Frost & Sullivan's recognition underscores Atento's evolution from a traditional BPO provider to a leading player in next-generation Business Process Outsourcing (BTO), with a consultative and technological approach that responds to current market needs. The company has been highlighted as number one in BPO services in Latin American domestic markets and as one of the main drivers of the BTO (Business Transformation Outsourcing) model, which goes beyond operational efficiency to focus on business results.

With operations in 17 countries and more than 100,000 professionals, Atento combines its operational experience with a continuous innovation approach, developing modular solutions such as Atento Insights, Atento Knowledge, or Atento Conversations, which enable organizations to transform both customer and employee experience, even in environments where Atento is not the direct provider. This flexibility, together with its regional delivery network and secure and scalable infrastructure, consolidates its role as a strategic digital transformation partner in the BPO field.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing services ("CRM BTO") in Latin America and one of the leading providers worldwide. Atento is also one of the leading CRM BTO nearshoring service providers for companies operating in the United States. Since 1999, the Company has developed its business model in 17 countries, employing more than 90,000 people. Atento, which serves more than 400 clients, offers a wide range of CRM BTO services through multiple channels. Most of Atento's clients are leading multinational companies in the telecommunications, banking and financial services, healthcare, retail, and public administration 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 globally to achieve ISO 56002 Innovation Management Certification, which we have maintained for four consecutive years. For more information visit www.atento.com