



Atento is recognized with 6 awards in the National CX & EX Award for its leadership in BTO and talent transformation

Mexico, March 12, 2026 – Atento Luxco 1 ("Atento" or the "Company"), one of the world's largest providers of customer experience management and business transformation process outsourcing (CXM/BTO) services and an industry leader, celebrates being recognized with six awards at the 21st edition of the National CX & EX Award, awarded by the Mexican Institute of Teleservices (IMT), one of the most relevant recognitions in the industry in Mexico.

Atento was recognized with six awards in the most recent edition of the **National CX & EX Award**, granted by the **Mexican Institute of Teleservices**, consolidating its leadership in the **Business Transformation Outsourcing (BTO)** industry and its commitment to innovation, talent development and operational excellence.

The recognitions highlight initiatives that transform the employee **and customer** experience through technology, organizational culture and people-centric strategies.

Among the awarded projects is "**Familiarization Process: Building the Experience from Day One**", distinguished in the Best Employee Branding Initiative category, an initiative that strengthens the integration of new employees and promotes a positive experience from the first contact with the organization.

Likewise, the case "**Atento + Digital Transformation of the Referral Program**" was recognized in the Best Employee Engagement Initiative – BPO category, highlighting the implementation of digital solutions that boost employee participation and strengthen the attraction of talent within the company.

In the technological field, "**Training Evolution**" received recognition in the Best Use of Technology – BPO category, thanks to its innovative approach to transform training processes through digital tools that optimize learning and enhance team performance.

For its social impact, the "**Soy Atento**" program was distinguished in the Best Contribution in Social Responsibility category, reflecting the company's commitment to the development of initiatives that generate value for society and strengthen the organizational culture.

Additionally, the talent of the Atento team was recognized in the categories of **Best Coordinator and Best Quality Analyst**, highlighting the commitment, operational

excellence and dedication of the professionals who daily promote the quality of service and continuous improvement within the organization.

"These recognitions reflect our teams' commitment to innovation, operational excellence and CX&EX transformation. At Atento we firmly believe that technology, combined with the talent of our people, is the engine that drives the evolution of our industry," he said **(NICK O ELIA pending)**

With these six recognitions, Atento reaffirms its position as a benchmark in the **Business Transformation Outsourcing industry**, promoting innovative solutions that integrate technology, advanced analytics and human talent to transform the experience of customers and employees.

About Atento

Atento is the largest provider of customer experience management and business process outsourcing ("CXM BTO") services in Latin America and one of the leading providers globally. Atento is also one of the leading providers of nearshoring BTO CXM services for companies operating in the United States. Since 1999, the Company has developed its business model in 17 countries, employing more than 80,000 people. Atento, which serves more than 250 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