Atento expands its U.S. nearshore capacity with the opening of a new center in Guatemala

- The new location will strengthen Atento's ability to support its clients' growth in the United States and meet their service needs
- The expansion will open up new career opportunities and contribute to the talent development in Guatemala, creating up to 800 new direct jobs

Miami, October 9, 2026. 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, has announced the opening of its new **Atento Torre Fuego center**, located in **Ciudad Reformadores, Villa Nueva (Guatemala).**

This launch marks a major milestone in the company's regional expansion and consolidation strategy, promoting the transformation of the customer experience through technology, primarily AI and automation, for international companies, particularly those in the United States market, as well as supporting the growth of business partners who already place their trust in the brand.

The launch of Atento Torre Fuego will create up to 800 direct jobs in the region, opening up valuable opportunities for professional development, top-tier training, including in AI tools, and job stability in the country. In addition to boosting the local job market, the initiative aims to make a tangible contribution to Guatemala's sustainable economic growth and to the strengthening of its global services infrastructure.

Designed to meet the highest technological, operational and security standards, the new center will strengthen the region's position as a strategic hub for the provision of *nearshore* services, meeting the growing demand from the U.S. market. The prime location in Ciudad Reformadores will enable Atento to combine technological solutions, based on AI, with the region's bilingual and highly trained workforce, thereby optimizing operational efficiency and end-user satisfaction.

With this move, Atento reaffirms its commitment to stay closer than ever to the changing needs of the global market, driving digital transformation without losing the distinctive human touch of its operations.

"We continue to grow to better meet our customers' needs. The opening of Atento Torre Fuego in Guatemala expands our capacity to offer BTO solutions and customer experience to companies operating in the United States. It is a milestone that will create up to 800 direct jobs and fully reflects our confidence in the future, in the talent of our employees and in our ability to accompany our customers as they grow," said Chris Condon, US Nearshore President of Atento. "This progress would not be possible without the ongoing efforts of our

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teams and the trust placed in us by our clients, who have established Atento as a leader in nearshore CX services. More talent, more capacity and more opportunities – we continue to build the future for our clients."

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 global providers. Atento is also one of the leading providers of BTO CXM nearshoring services 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. Serving more than 400 customers, Atento offers a wide range of CRM BTO services across multiple channels. The majority of Atento's customers 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. We were also recognized as the first company in the sector in the world to obtain the ISO 56002 Certification in Innovation Management, which we have maintained for four consecutive years. For more information, visit www.atento.com.

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