

Atento Recognized as the Company With the Highest Digital-Maturity Index in Brazil’s Telecommunications and Technology Sector

- Atento attained this position in the "Digital Maturity Index: Brazil" ranking, created by Valor Economico, one of the most influential economic publications in the country, and the consulting firm McKinsey & Company
- This is the first edition of this ranking that evaluated digital-transformation processes in 124 companies in Brazil

SAO PAULO, December 12, 2018 – Atento S.A. (NYSE: ATTO), the leading provider of customer relationship management and business process outsourcing services (CRM/BPO) in Latin America, and one of the top five providers worldwide, has been recognized as one of the companies with the highest digital maturity level in Brazil and the number one in digital maturity in the Telecommunications and Technology sector. The study was conducted by the newspaper Valor Economico, one of the most influential business publications in Brazil, and the consulting firm McKinsey & Company.

The research evaluated digital and analytics capabilities as well as digital maturity in 124 companies encompassing sectors such as financial services, payment methods, retail, telecommunications and technology, infrastructure and transportation, basic industry, advanced industry, consumer goods and others. The study also analyzed factors such as strategy, capabilities, culture and organizational structure. In each area, 22 management practices were analyzed, ranging from digital marketing to talent management and governance.

Alejandro Reynal, Atento’s Chief Executive Officer, commented, “We are very pleased to be recognized as the company with the highest level of digital maturity in Brazil in the telecommunications and technology sector according to the Valor Economico and McKinsey ranking. It recognizes our Company’s commitment to digital transformation best reflected by the launch of Atento Digital and the evolution of our value offer towards digital customer experience solutions.” Reynal added “Today, Atento is a company at the forefront of the digital innovation in its sector and has become a strategic partner for companies that wish to maximize the potential offered by digitalization throughout the customer’s life cycle.”

Atento reached this outstanding position in the ranking thanks to its business process automation acumen and its long-term vision of the market’s digital potential, among other factors. In addition, the creation of Atento Digital in 2017, Atento’s global digital business unit, has reinforced the company’s commitment to advancing its high value-added digital solutions offering and strengthened its digital positioning in the market.

According to Jacques Chicourel, the Director of Atento Digital, “Our global digital business unit was created with the goal of consolidating Atento’s digital assets and increasing our ability to generate value for companies that compete in the midst of a digital and technological transformation.” “Atento Digital also incorporates new digital skills into our company to accelerate our own transformation process and increase Atento’s ability to support companies facing digital challenges” added Mr. Chicourel.

The Valor Economico and McKinsey study revealed that digital transformation in organizations is characterized by changes in business models, automation of processes and the implementation of online data analysis systems for decision making.

About Atento

Atento is the largest provider of customer relationship management and business process outsourcing (CRM BPO) services in Latin America, and among the top five providers globally, based on revenues. Atento is also a leading provider of nearshoring CRM/BPO services to companies that carry out their activities in the United States. Since 1999, the company has developed its business model in 13 countries where it employs 150,000 people. Atento has over 400 clients to whom it offers a wide range of CRM/BPO services through multiple channels. Atento's clients are mostly leading multinational corporations in sectors such as telecommunications, banking and financial services, health, retail and public administrations, among others. Atento’s shares trade under the symbol ATTO on the New

York Stock Exchange (NYSE). In 2016, Atento was named one of the World's 25 Best Multinational Workplaces by Great Place to Work® for a fourth consecutive year. For more information visit www.atento.com

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