

The ECHO LATAM awards recognize Atento's customer experience solutions developed for Movistar and Santander

- The ECHO LATAM, formerly known as AMAUTA, are the most important awards in the direct and interactive marketing industry in Latin America
- In the 2017 edition, Atento has been recognized together with Movistar and Santander for its virtual customer care solution and its automated credit management solution through SMS

BUENOS AIRES, October 16, 2017– 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 awarded, together with Movistar and Santander, with two ECHO LATAM awards, formerly known as AMAUTA, the highest recognition in the direct and interactive marketing industry in Latin America.

In the 2017 edition of the ECHO LATAM awards, Movistar Argentina and Atento have been recognized for its virtual customer care solution "Movistar Cerca Tuyo". "Movistar Cerca Tuyo" is an innovative customer relationship channel supported by video call that allows personalized and effective attention. The solution integrates state-of-the-art technology that combines the proximity of face-to-face customer care with the productivity and efficiency of a remote service. The solution can be provided in any geographical location as it operates through ADSL, WIFI or 4G. The solution has been awarded in the 2017 ECHO LATAM B2C Customer Service category.

On the other hand, the "Easy Credit Management" solution developed by Santander Brasil and Atento has been recognized in the category of Customer Service Operation of the 2017 ECHO LATAM awards. This solution allows the electronic management of credit processes through SMS. It achieves great efficiency and the elimination of hard copy documentation during the process of credit approval as well as a better integration with the sales conclusion process.

"It is a great satisfaction to once again receive recognition from the direct and interactive marketing industry in Latin America for the innovation and quality of our customer experience solutions", said Alejandro Reynal, CEO at Atento. "Our awards winning solutions reflect our company's commitment to excellence and leading position in the CRM/BPO sector in Latin America. Innovative solutions that generate high added value for companies that operate in highly competitive and increasingly digitalized environments".

The ECHO LATAM awards are granted each year by the Federation of Direct and Interactive Marketing Associations of Latin America (ALMADI), and they recognize best marketing practices in the region. Atento has been taking part in these awards for thirteen years, during which the company has been recognized for its best practices in different Latin American countries, and has received the most awards in its sector.

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 worldwide, 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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