

# 20 ESG 24 Report

ATENTO

## INTRODUCTION

# 01

### ● CEO'S MESSAGE

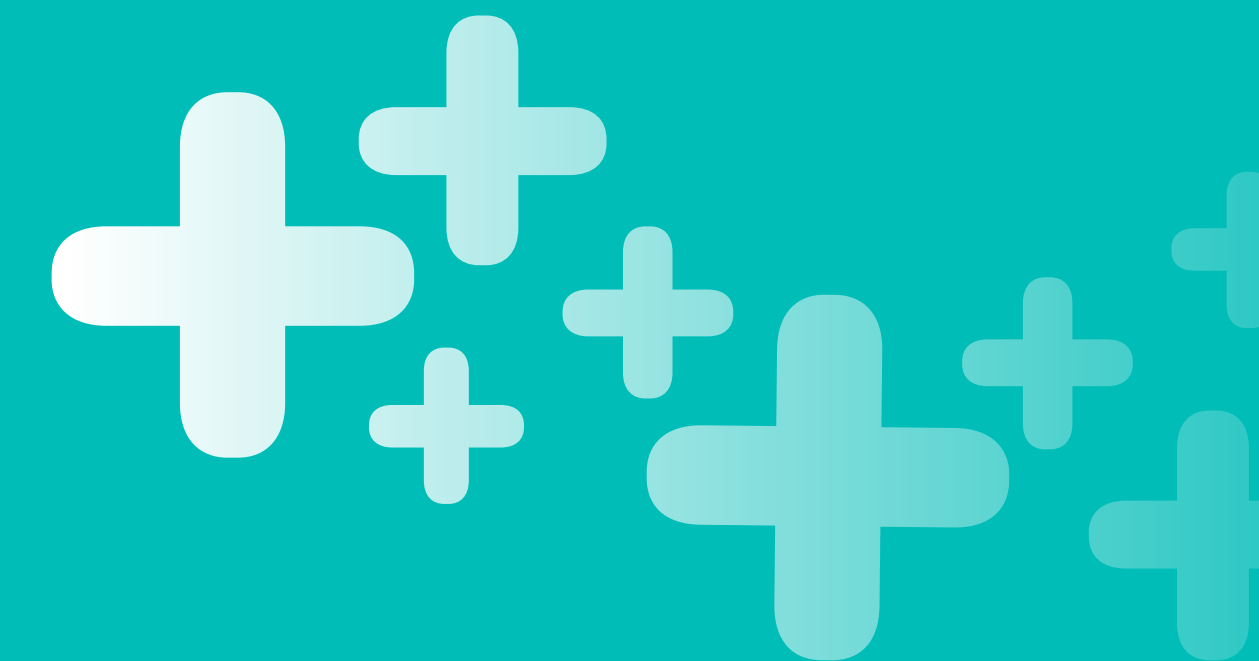
1. Our strategic focus  
"Technology with **A**  
Human Touch"

### ● ATENTO IN ACTION

1. Atento in data
2. Our culture
3. Commitment and  
innovation: 25 years  
of history

### ● SUSTAINABILITY WITH PURPOSE

1. Our strategy and  
priorities
2. Our achievements



## 1.1 CEO'S MESSAGE

# CEO's message: our strategic approach "Technology with **A** Human Touch"

At Atento, we firmly believe that sustainability is an integral part of our business –closely connected to technology, operational excellence, and our commitment to people– and not a separate or parallel path. Throughout 2024, we have consolidated our vision of a customer care model that combines innovation, responsibility and shared value, positioning Atento as an industry benchmark in ESG.

This year, in line with our strategic focus on **Technology with **A** Human Touch**, technology has been a key driver of transformation. We have deployed advanced solutions automation and artificial intelligence that improve the customer experience and optimize our processes, without losing sight of the human role that defines our services, a task made possible by our 84,700 employees.

Our approach to sustainability is based on robust corporate governance, a consolidated ethical culture and active ESG risk management. We also reinforce our commitment to human rights and active listening to our stakeholders. We continue to promote more structured and transparent dialogue mechanisms with customers, employees, communities, and other stakeholders, in line with our ambition to build long-term relationships based on trust.

We also responsibly address the global challenges of diversity, inclusion and climate change. Our commitment in this regard is demonstrated by the 64.7% of women in our workforce, as well as our improved Carbon Disclosure Project (CDP) rating.

From our global operations, and aware of the role we play as an employer and generator of opportunities, we have maintained positive impact initiatives that seek to reduce gaps and contribute to the sustainable development of the communities in which we operate.

The report you hold in your hands reflects our progress, but also our determination to continue to grow sustainably, guided by a clear objective: to connect people, generate value and transform the future of customer service.

I am grateful for the commitment of everyone at Atento, whose dedication makes it possible for us to continue to evolve with integrity, ambition and a sense of responsibility. We will continue working to build a company that is more technological, more human and more sustainable, because at Atento, **Technology with **A** Human Touch** is more than a slogan: it is our way of leading with purpose.

**"At Atento, sustainability, innovation and human commitment converge in the same purpose: to lead with integrity and transform the future of customer service by reinforcing empathy and the human touch with the best technology".**

**Dimitrius Oliveira**  
CEO Atento



# 1.2 ATENTO IN ACTION

## 1.2.1 Atento in data



**ISO 56002**  
**Innovation Management**  
1st company in the industry globally to be certified for the fourth consecutive year



Adhered to the **UN Global Compact on Human Rights** since 2011



**Score B** in the **Carbon Disclosure Project | CDP**, above the industry average



**Leader in CX Management in Latin America** 2024 por Frost&Sullivan



## 1.2.2 Our culture

**ONE** is our way to address the transformation

**One Atento is our culture**, reflecting the way we operate and relate to our employees, clients and partners, defining the principles to successfully address the transformation process of our organization.

The model is based on two key elements: our **values** and our **leadership model**. Our values are the basis for our decisions and actions, driving innovation and excellence at all levels of the organization. On the other hand, our leadership model establishes the guidelines for the development of committed leaders who inspire and motivate their teams to be agents of change.

Through **One Atento**, we have created an environment in which **every member of the organization** is empowered and aligned with our vision, thus ensuring a sustainable and successful future for everyone.

**Values**  
++++ **6 values** distributed in 3 pillars that guide all our actions and decisions.

### WE THINK AGILE

We transform the way we work to deliver better results in less time.

- Agile and simple
- Strategic partners
- Delivering results

### WE INNOVATE

We promote transformation with open mind and creativity to build our future.

- Open-minded

### WE CREATE PX

We revolutionize our focus on people to transform their experience.

- We take care of our people
- We win as a team

**Leadership Model**  
+++ **3 practices** that show leaders the way to guide and inspire their teams.

### MANAGING TRANSFORMATION

Challenging the team to think differently, promoting change and driving results.

### BE AT THE SERVICE OF THE TEAM

Creating collaborative environments, empowering the team and recognizing their achievements.

### BUILDING TRUST

Doing what you say, communicating with transparency and aligning your team.

## ● Socialization of culture

To ensure effective **integration of One Atento throughout the organization**, five key work axes have been defined. These axes serve as strategic pillars that guide our actions and efforts, ensuring that all areas and teams are aligned with One Atento's vision and objectives. Each axis is designed to address key aspects of the company, promoting seamless collaboration and a consistent approach to the implementation of our initiatives.

### Communication plan

from informative actions to the creation of the One Atento Passport, internalizing values in a playful way through simple challenges

### Cultural fit assessment

the values included in the **annual engagement survey** provide us with an insight into how employees perceive these values to be present in our day-to-day operations



### Integration in the people management processes

to ensure that the culture is present at every moment of the employees' lives

### Training and development

through **e-learning** for all Atento employees and a leadership development program (more details in 2.4 *Growing together: training and promotion*)

### Recognition

through the **Applause** program, which enables employees to recognize other people they consider an example to follow (more details in 2.7 *Global climate and commitment plan*)



## 1.2.3 Commitment and innovation: 25 years of history

**The year 2024 marks Atento's 25th anniversary**, a time to celebrate achievements and reinforce our commitment to employees, consumers and society in all the markets in which we operate.

Over the last two and a half decades, Atento has not only helped write the main chapters of this sector but has also led the way in building the relationship between brands and their consumers, both in B2C and B2B, always delivering exceptional experiences and the best business results.

### Atento's expansion

Atento was founded in 1999 as a result of the Telefónica Group's commitment to offer the best experience to its customers. Headquartered in Spain, it quickly gained ground in most of Latin America, starting operations in **Argentina, Brazil, Chile, El Salvador, Guatemala, Peru** and **Puerto Rico**, becoming, in a short time, one of the world leaders in customer relationship management services. The following years marked a period of expansion in the global market, and between 2000-2005 operations were launched in **Colombia**, the **United States, Italy\***, **Japan\***, **Morocco, Mexico, Panama, Uruguay** and **Venezuela\***. By 2005, Atento had more than 130,000 employees, with a significant global reach that allowed it to **invest in multilingual service**, offering support in several languages to meet the needs of its clients around the world.

*\*Currently closed*

"My career at Atento started in 1989, when I joined Telefónica, and since then it has been a journey full of learning and emotions. In 2000, I was invited to join the Atento team in Morocco, as Manager of the new platform in Tangier. I remember the mixture of nerves and enthusiasm when facing the challenge of serving Spanish clients from a country with such a different culture and language, and with technological solutions that were much less advanced than the current ones. With great commitment, we arrived in Morocco with the goal of offering exceptional service in Spanish; we were pioneers in this mission outside our borders. In 2006, I had the opportunity to return to Spain, precisely as Head of Customers at Telefónica, and in 2011 I took on the role of Director, where I was able to develop a career of which I am very proud. In 2014, my life took a new turn, when I received an invitation to lead Telefónica's operations in Chile, an experience I enjoyed for two years before returning to Spain in 2016. Since then, I have been in Spain, being responsible for MSA and global account Telefónica, a company that this year celebrates its centenary and I am proud to have contributed as part of this history.

I am excited for what the future holds and to continue building on this extraordinary legacy together with Atento and our valued partners."



**Miguel Zapata**

BBVA & Telefónica MSA Director

Atento employee for 25 years

## ● Digitalization and Innovation Serving Customers

In 2017, **Atento Digital** was launched as an independent division that supported operations in all regions, developing innovative solutions, automations and encouraging, in a consultative manner, the adoption of digital relationship channels by its clients. The initiative was born with the objective of driving digital transformation and expanding the company's portfolio of services, with digital and multichannel solutions to meet the needs of customers and consumers in constant evolution, integrating into the company's day-to-day business.

In 2020, we launched the **Atento Next**, startup acceleration program, as part of our **Innovation HUB**, strengthening our positioning in startup ecosystems. That same year, we obtained **ISO 56002 certification**, becoming the first company in the CX sector to achieve this global recognition in innovation management - a certification that we maintain to this day, with four consecutive recertifications.

Faced with the global impact of the COVID-19 pandemic, we responded with agility by launching **Atento@Home**, our **100% remote service** offering ensuring operational continuity and increasing customer satisfaction from anywhere.

Starting in 2022, with the advent of ChatGPT and generative artificial intelligence, **our culture of innovation** allowed us to quickly turn this shift into a competitive advantage.

The result was the development of a **suite of products** focused on improving the **customer (CX)** and **employee (EX) experience**, consolidating Atento as a benchmark in the strategic adoption of GenAI.

Today, the evolution of Atento's innovation continues to integrate **artificial intelligence and analytics** to **improve customer experience (CX), employee experience (EX), and data as pillars of our operating model**, allowing us to lead in efficiency, personalization and added value in every interaction.



**2020**

**Data Ocean Inception:** that year marked the beginning of a significant transformation at Atento, with the creation of a data-centric organization. The "Data Ocean" initiative laid the foundation for an organizational culture that values and uses data effectively.

**2021**

**Developing with AI:** Atento began conducting multiple artificial intelligence experiments, using machine learning techniques to develop predictive models, propensity models and anomaly detection.

**2022**

**Developing use cases:** such as People Analytics for Employee Experience and Anomaly Detection for Customer Experience.

**GenAI:** that year also marked the beginning of Atento's journey in the field of generative artificial intelligence (GenAI).

**2023**

**Launch of the Artificial Intelligence (AI) Center of Excellence (CoE)** to foster the development of generative AI-driven projects.

**Launch of the first GenAI responsible use policy:** an initiative that reinforces Atento's commitment to the ethical and transparent adoption of generative artificial intelligence in all its operations and solutions.

**AI@Scale - Innovation Lab and LLM Pilots:** Pilots were conducted using large language models (LLM) in a controlled environment. This initiative allowed the company to experiment with advanced technologies and evaluate their applicability in its operations.

**2024**

**Launch of Atento AI Studio:** our platform designed to accelerate the development, deployment and management of artificial intelligence solutions. Based on four product families, it drives the continuous improvement of the customer (CX) and employee (EX) experience: **Atento Advanced Insights (CX), Atento Knowledge (CX), Atento Conversations (CX), Atento Smart Recruiter (EX).**



# 1.3 SUSTAINABILITY WITH PURPOSE

## 1.3.1 Our strategy and priorities

In 2024, we continued to consolidate our commitment to sustainability as a strategic pillar of Atento. This year, we have oriented our report towards the **European Sustainability Reporting Standards (ESRS)**, with the objective of anticipate new regulatory frameworks and continue to lead with transparency and rigor in ESG matters. The **dual materiality** assessment, which we reported for the second consecutive year, has allowed us to further refine our understanding of the ESG impacts and risks we face as an organization.

On the environmental front, we have achieved a **cumulative reduction of 27.5% in our total greenhouse gas emissions since 2020**, driven by the increased use of renewable energy (increasing the proportion of renewable energy by 3% since 2021), which already accounts for **63.2% of our energy consumption**, leading to an improvement in our **Carbon Disclosure Project (CDP)** rating.

From the social dimension, we reinforce our commitment to **diversity, inclusion and well-being**, consolidating **the use of AI as a strategic ally** that boosts our operational

efficiency and, above all, enhances the value of human labor, thus facilitating the work of our employees and improving our customers' experience.

In terms of governance, we continued to deepen our **ethics, transparency and active listening**, enhancing dialogue mechanisms with our stakeholders, strengthening long-lasting bonds of trust **and aligning expectations** with a long-term outlook.

These achievements are the result of a shared vision and the transversal commitment of the entire organization. At Atento, we believe that sustainability is not just a goal, but a way of acting that guides every decision, and with the joint work of our teams, we continue to build a more responsible future, combining innovation with a human touch.

**Pablo Sánchez**  
Chief Marketing Officer/ESG Director



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| SDGs<br>PRIORITIES | <div>3GOOD HEALTH<br/>AND WELL-BEING</div> | <div>12RESPONSIBLE<br/>CONSUMPTION<br/>AND PRODUCTION</div> | <div>13CLIMATE<br/>ACTION</div> | <div>4QUALITY<br/>EDUCATION</div> | <div>5GENDER<br/>EQUALITY</div> | <div>8DECENT WORK AND<br/>ECONOMIC GROWTH</div> | <div>10REDUCED<br/>INEQUALITIES</div>                                               | <div>9INDUSTRY, INNOVATION<br/>AND INFRASTRUCTURE</div> | <div>16PEACE, JUSTICE<br/>AND STRONG<br/>INSTITUTIONS</div> | <div>17PARTNERSHIPS<br/>FOR THE GOALS</div>                                     |        |           |                                                                                                     |            |  |                                       |  |
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|                    | Atento everywhere                          |                                                             |                                 | Care for diversity and inclusion  |                                 |                                                 | CX Company                                                                          |                                                         | Sustainable Governance                                      |                                                                                 |        |           |                                                                                                     |            |  |                                       |  |
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# 2024 Summary



## ENVIRONMENT



Improvement of our Carbon Disclosure Project (CDP) score

|                                                                                         |          |                                                                                                                   |                                                           |
|-----------------------------------------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| <p><b>27.5%</b></p> <p>Total greenhouse gas reductions Referring to Scopes 1 and 2*</p> | Scope 1  | <p><b>40.6%</b></p> <p>Direct Emissions Reduction</p>                                                             | <p><b>20.1%</b></p> <p>Indirect Emissions Reduction</p>   |
|                                                                                         | Scope 2  | <p><b>28%</b></p> <p>Reduction in Total Electricity consumption</p> <p>and <b>20%</b> in associated emissions</p> | <p><b>+63%</b></p> <p>Renewable Energy</p>                |
|                                                                                         | Scope 3* | <p><b>60%</b></p> <p>Reduction of paper consumption</p>                                                           | <p><b>12.7%</b></p> <p>Reduction in water consumption</p> |

\*Comparison with respect to data reported in 2020

# 2024 Summary



## S O C I A L

### EMPLOYEES

**64.7%** women

**44%** under 30 years of age

**91.7%** permanent contracts

**50.7%** women in management positions

**71.3%** under collective agreement

**~30%** of employees in WAHA

**4,915** internal promotions,  
**67%** are from the operational area

**42,544,217** training hours

• Global Leadership Model

### SOCIETY

• Multiple initiatives in the countries where we operate

• Our website is **100%** accessible to the disabled community

# 2024 Summary



## G O V E R N A N C E



We have been a member of the **United Nations Global Compact** on Human Rights since 2011

|                                    |                                                                         |
|------------------------------------|-------------------------------------------------------------------------|
| <b>Global Compliance Committee</b> | <b>Integrity Policy</b> , which includes an <b>Anticorruption guide</b> |
|------------------------------------|-------------------------------------------------------------------------|

|                                                                                                                       |                                     |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------|
| <b>Whistleblower Channel, Anti-Corruption and Compliance Reporting Training and Code of Ethics for Non-compliance</b> | <b>Responsible use of AI policy</b> |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------|

|                                                          |                                                                                                                                                     |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Cybersecurity</b> Framework based on <b>ISO 27000</b> | <b>Data Protection Policy</b> based on the <b>General Data Protection Regulation (GDPR)</b> and adapted to the specific regulations of each country |
|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|



## 1.3.2 Our achievements

Our commitment to environmental, social and governance (ESG) principles is not an isolated statement, but a conviction integrated into every aspect of our management. This commitment, which is part of our DNA, has been **recognized with numerous national and international awards and recognitions** that validate the soundness and transparency of our actions.

Through innovative initiatives and a customer-and-people-centered approach, we have **positioned ourselves as an industry leader**, enabling us to generate a **positive impact on our communities and business environment**. In this context, we proudly share some of the achievements that demonstrate our commitment and the trust our stakeholders have placed in us.



Frost&Sullivan recognizes Atento as a leading company in the Frost Radar™ for **Customer Experience Management in Latin America 2024**



Recognized by Smart Customer with three industry awards, **Best Technology Innovation (BPO), Customer Experience Management and Respect for the Customer**



Platinum Contact Center 2024 Award in Spain in the category **Best Customer Experience in the Retail sector**



Recognized by ABEMD with three industry awards, **Best Performance 2024 and Best Contact Center** (Gold and Bronze)



Recognized by Pamoic in Argentina in the category **Best Outsourced Company Operation and Best Strategy in the Organization (Customer Service)**



Forbes recognizes Atento as one of the 100 **Best Companies to work for in Spain** for the 6th consecutive year



**B rating by “CDP”**, a non-profit organization that evaluates sustainable development performance and measures to increase transparency of environmental data



**ESR 2024 Distinction** awarded by the Mexican Philanthropy Center (CEFEMI)



Double Impact Award for Aniquem, for the **Management of Electronic Waste** for the benefit of children with burns



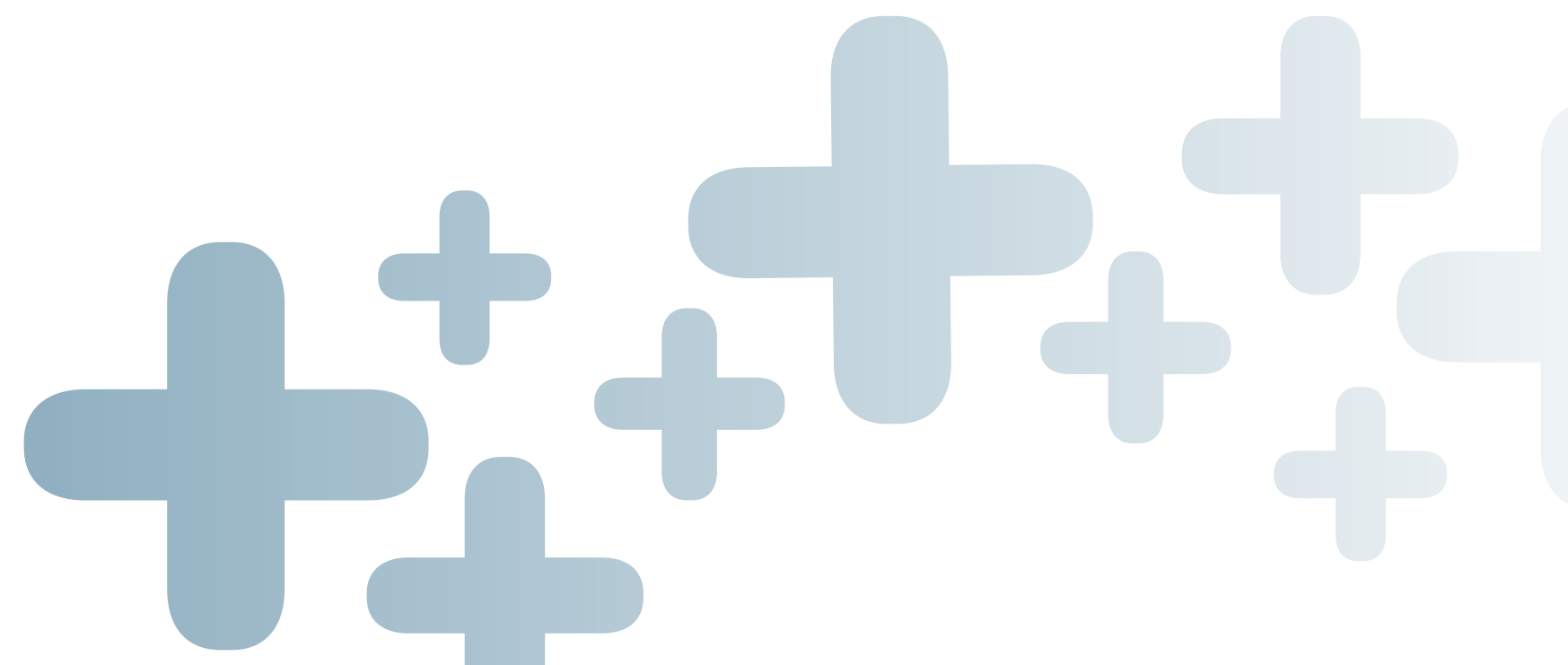
Vem Bumbar Award, for **Inclusion of African Refugees and Immigrants**



Recognition for **Labor Inclusion of the Migrant Population** awarded by the Office of Population, Refugees, and Migration (PRM) of the U.S. Department of State and the Pan American Development Foundation (FUPAD)



Recognized by Expansion Top Companies with three awards, **Super Companies 2024, Super Companies for Women 2024** and one of **100 Most Powerful Women in Business 2024**



# SOCIAL 02

● OUR PEOPLE

● HUMAN TALENT

● DIVERSITY AND INCLUSION

● GROWING TOGETHER:  
TRAINING AND PROMOTION

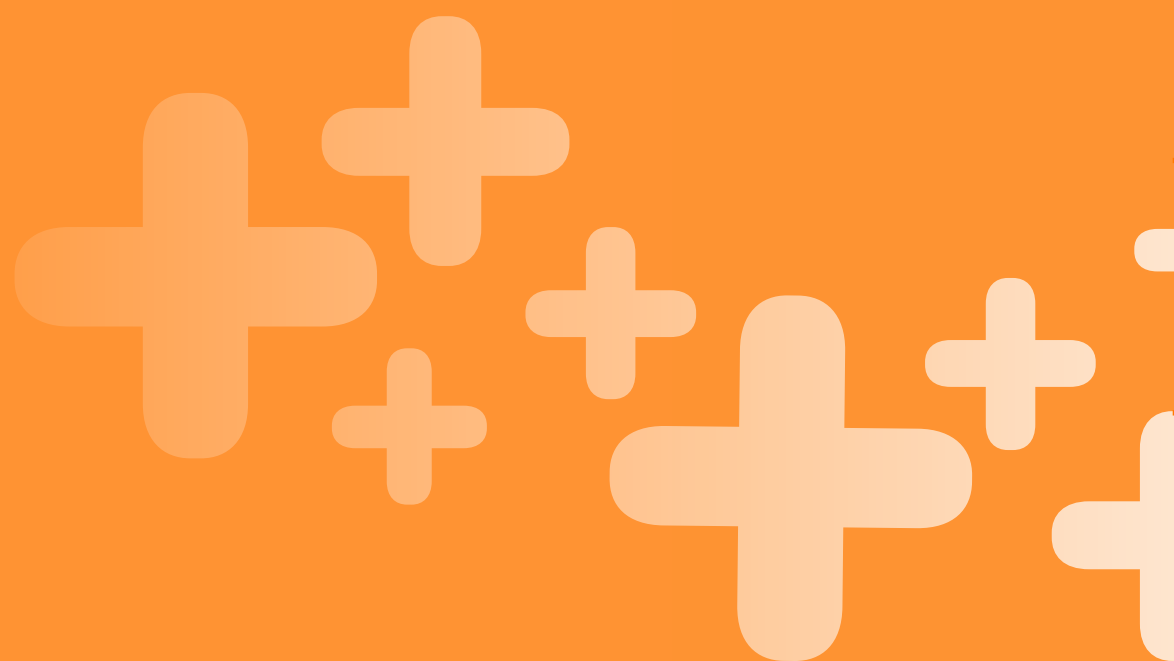
● COMPENSATION AND SOCIAL  
DIALOGUE

● EMPLOYEE SAFETY, HEALTH AND  
WELLBEING

● GLOBAL CLIMATE AND  
ENGAGEMENT PLAN

● IMPACT ON SOCIETY

● OUR ECOSYSTEM



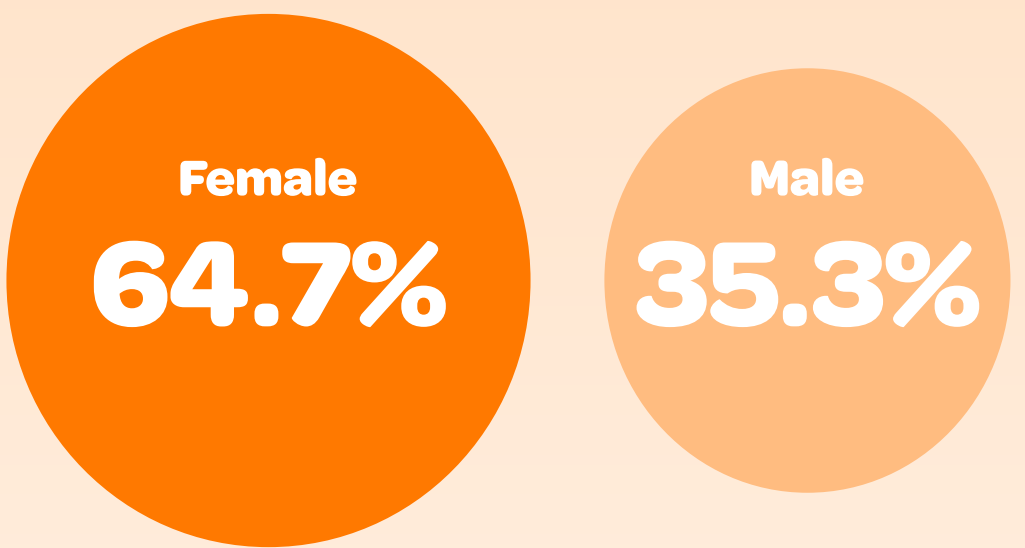
# 2.1 OUR PEOPLE

## We are a diverse team

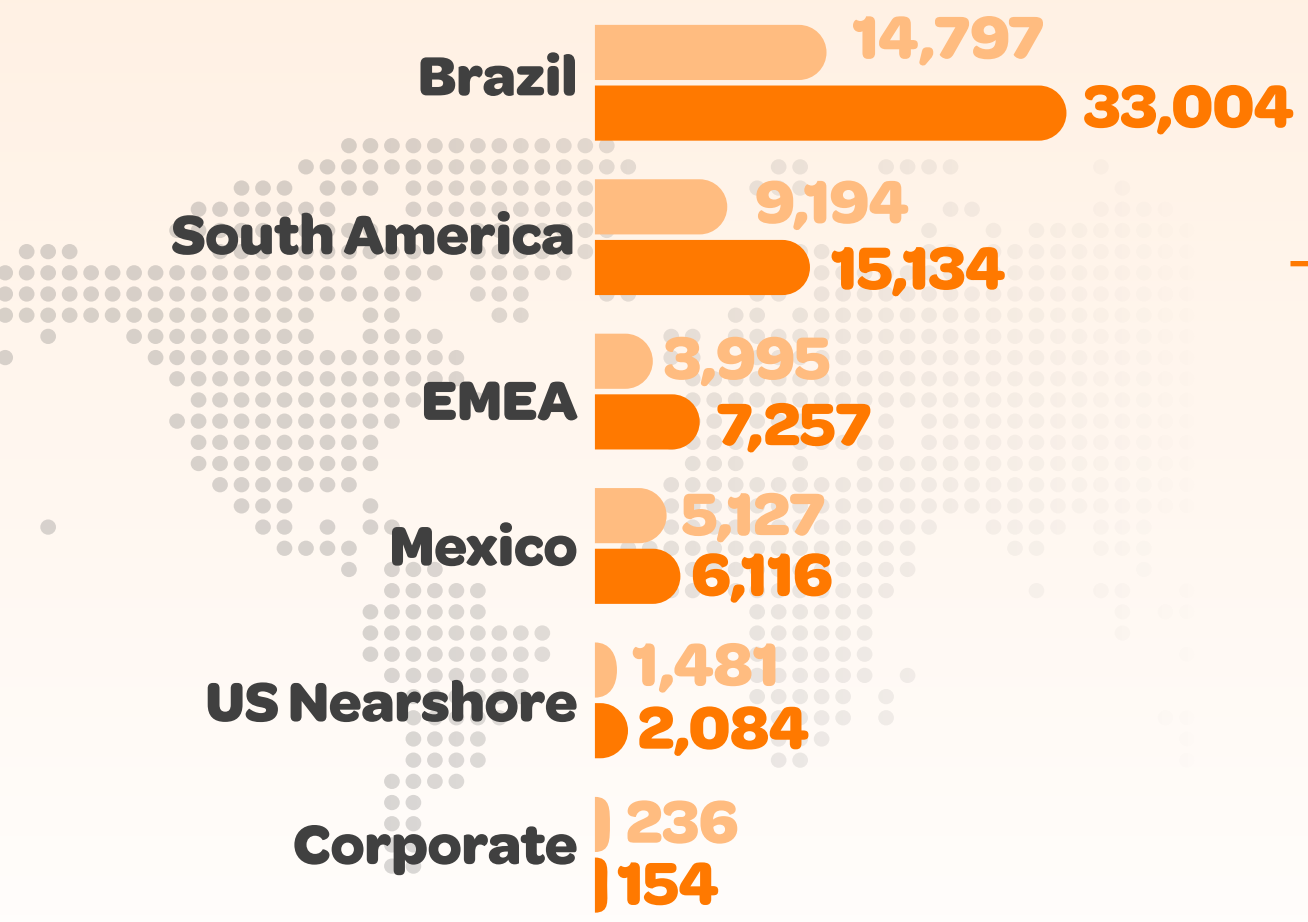
### • Our people by gender

Diversity at Atento is not only based on gender, but also on the inclusion of different cultures, ages, ethnicities and abilities, which enriches our work environment and fosters shared growth and success. Therefore, at Atento we are known for having a **diverse and multidisciplinary workforce**, which is reflected in the following aspects:

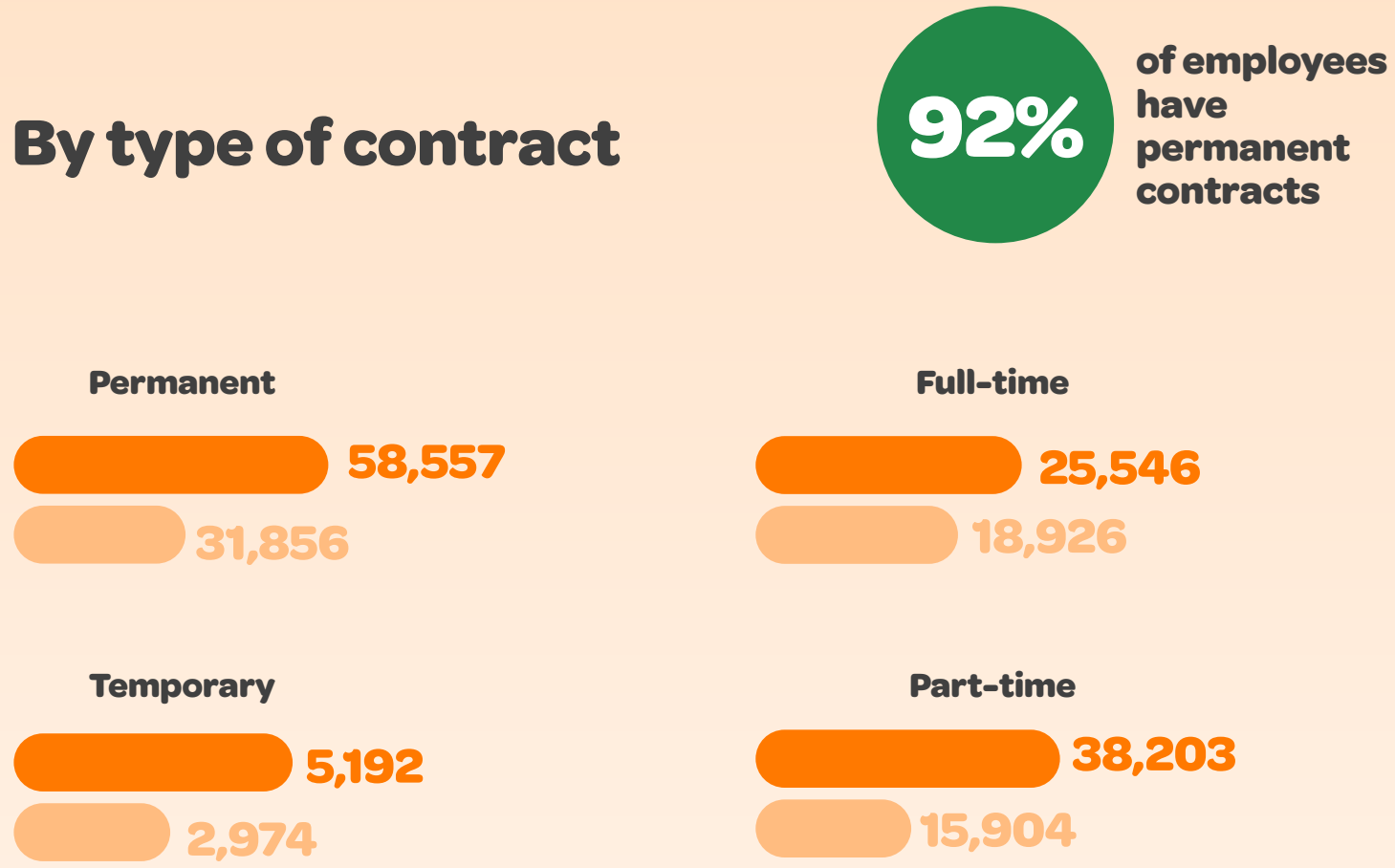
- **Number of employees:** we have **98,579** people in all regions where we operate.
- **Gender Diversity:** women represent **64.7%** of the total workforce and in all regions, women make up more than half of the employees.
- **Cultural diversity:** we operate in **17 countries y 3 continents**, which allows us to have a wide range of cultures.
- **Inclusive leadership:** **50.7%** of management positions are held by women.
- **Stable contracts:** **91.7%** of employees have permanent contracts, which contributes to employment stability.



### • By region

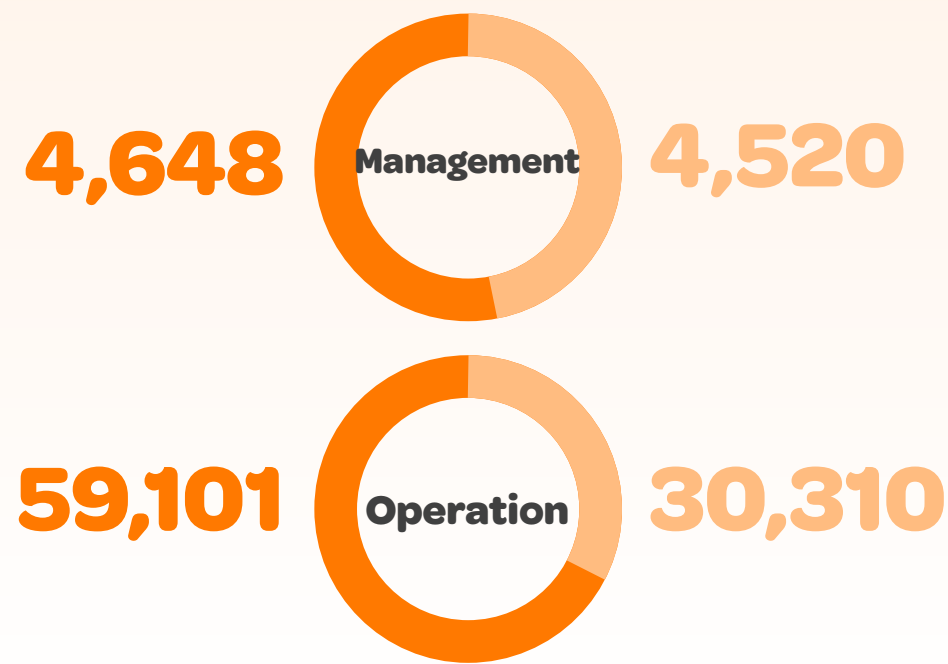


### • By type of contract



**92%** of employees have permanent contracts

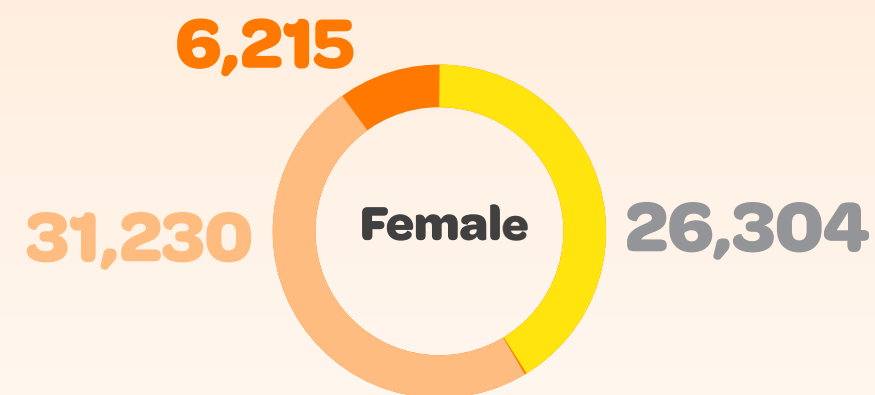
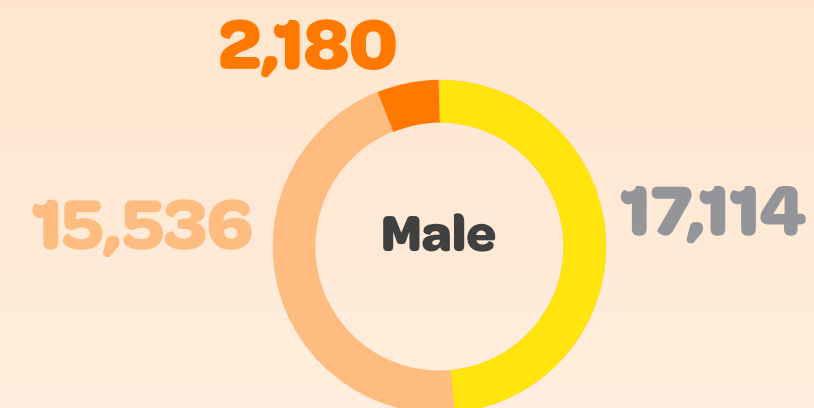
### • By functional group



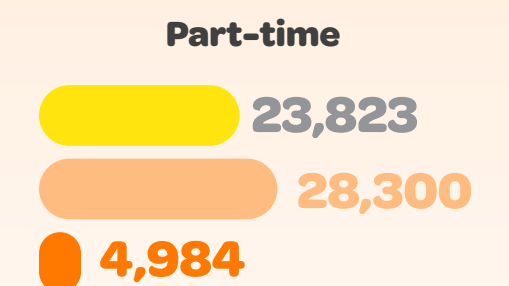
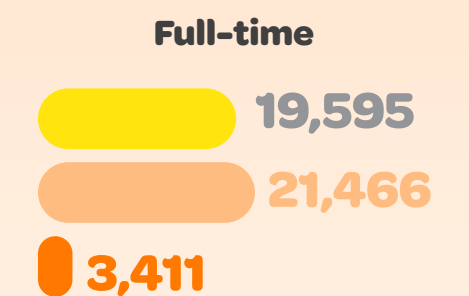
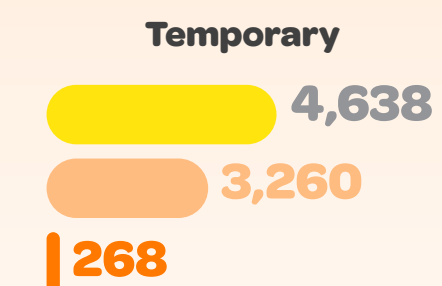
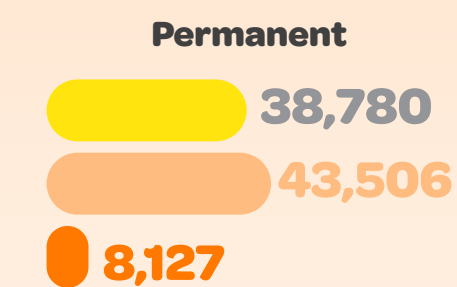
## • Our people by age

At Atento, we offer a dynamic work environment full of opportunities as a gateway to the labor market, which is why **44%** of our employees are **under 30 years old**. We appreciate the energy and innovation that young people bring to our team, so we provide diverse opportunities for professional development, training and growth within the company.

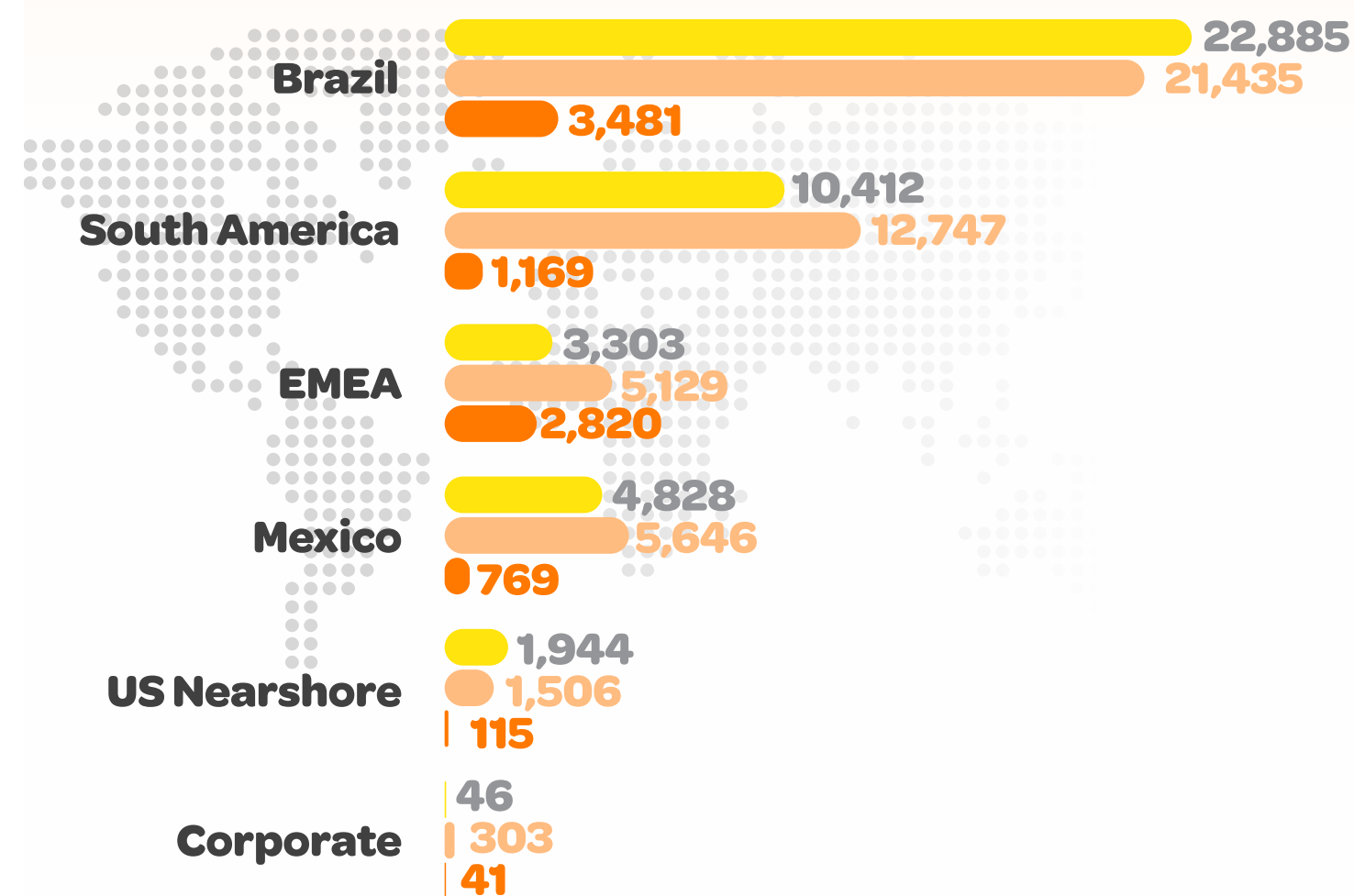
At the same time, **we value generational diversity and encourage the growth of professionals** aged 50 and over, recognizing the wisdom and experience they bring to our organization. In 2024, this group represented **8.5%** of the workforce, an increase over the previous year.



## • By type of contract



## • By region



● -30 ● 30-50 ● +50

## • By role



## 2.2 HUMAN TALENT

### Selection of human talent

At Atento, we ensure that the selection and hiring processes are objective and impartial according to our **Global Human Resources Policy**, with equal opportunities. We design an employee value offer that favors the selection, hiring, promotion and retention of talent in a diverse and inclusive environment, regardless of sexual orientation, age, race, gender, ideology, religion, nationality, language, marital status, disability, social origin, gender identity or other social markers.

We have **job placement programs** that include a variety of initiatives, from participation in job fairs, partnerships with agencies, to direct hiring and selection processes aimed at vulnerable groups.

A large part of **our selection process is supported by a system based on artificial intelligence**, which guarantees agility, assertiveness and personalization, adapting to the culture or specific needs of our clients and ensuring the selection of the most suitable profile for each vacancy.

### REDI Program

At Atento, we are convinced that diversity brings significant value to the company and generates a positive impact on our society. For this reason, we highlight our **REDI (Recruiting Diverse and Inclusive) program**, which promotes the inclusive hiring of diverse talent. This program includes practices that eliminate barriers to accessibility, allowing people with disabilities to integrate into our company and develop their professional potential in a welcoming and respectful environment.

This initiative reinforces our institutional commitment to **social responsibility, equity and the active promotion of diversity** in the workplace.

We do this through liaison with organizations, awareness campaigns and inclusive recruitment and selection processes.



*\* For more details on hiring by region, gender and age, see Annex 1.*

## • Talent selection through the Smart Recruiter AI platform

Our **Smart Recruiter** has transformed the candidate selection process in the CX sector through an **advanced generative AI chatbot**. Unlike traditional chatbots, Atento's conversational AI chatbot can understand, process and generate natural language, enabling a fluid, genuine and intuitive conversation with the candidate. In this way, applicants can chat with the tool as if they were chatting with a real client, making their interactions fluid and their responses more spontaneous. In this simulated interaction, the candidate is confronted with a very realistic scenario, giving them a close-up view of their future position.

At the end of the conversation test, **the bot analyzes all responses in context**, generating scores and performance evaluations that support the hiring process, as well as evaluative comments that provide rich insight into the candidates' capabilities, aiding in the final decision making.



*"At Atento, we are committed to continuous innovation in our HR processes. Smart Recruiter is an example of how AI can transform the way we evaluate and select our future employees, in tune with our clients' needs."*

**Rosana Pereira do Rosario**

Brazil Talent Management & Acquisition Director

**With this tool, Atento can more accurately identify the candidates that best fit the culture and specific needs of its customers, achieving a deeper alignment between employees and brand objectives. This translates into increased productivity, improved customer experience, as well as reduced turnover.**



## 2.3 DIVERSITY AND INCLUSION

### At Atento we believe...

...that **Diversity generates value** for the company and has a positive impact on our clients and results. Therefore, **we believe in diversity & inclusion** of people of different races, ethnicities, genders, backgrounds, sexual identities, religions, entities, as well as those with different abilities or any other condition such as diversity of thought. We work to favor and promote harmony between cultures.

● **THAT OUR DIFFERENCES ENRICH US**

**...that is why we are committed to...** valuing different ideas, points of view and ways of doing things, while always seeking to relate to each other in a constructive and respectful way.

● **THAT ALL PEOPLE ARE UNIQUE AND VALUABLE**

**...that is why we are committed to...** continuing to develop an inclusive culture, with actions and policies that respond to professional and personal needs in all countries.

● **IN DIVERSE TALENT**

**...that is why we are committed to...** developing an inclusive leadership style that allows us to make diverse talent a source of value and continuous learning and challenge.

● **IN EQUAL OPPORTUNITIES**

**...that is why we are committed to...** continuing to define policies that avoid discrimination and guarantee equality when it comes to being part of the company and its development

● **IN THE NEED TO RESPOND TO ADVERSE AND CHANGING WORLD**

**...that is why we are committed to...** continuing to value the diversity and uniqueness of our clients, as well as the environment, in order to keep offering a service of quality and excellence.

● **IN SHARED RESPONSABILITY**

**...that is why we are committed to...** educating, communicating and raising awareness of diversity and inclusion among the professionals that make up the company.

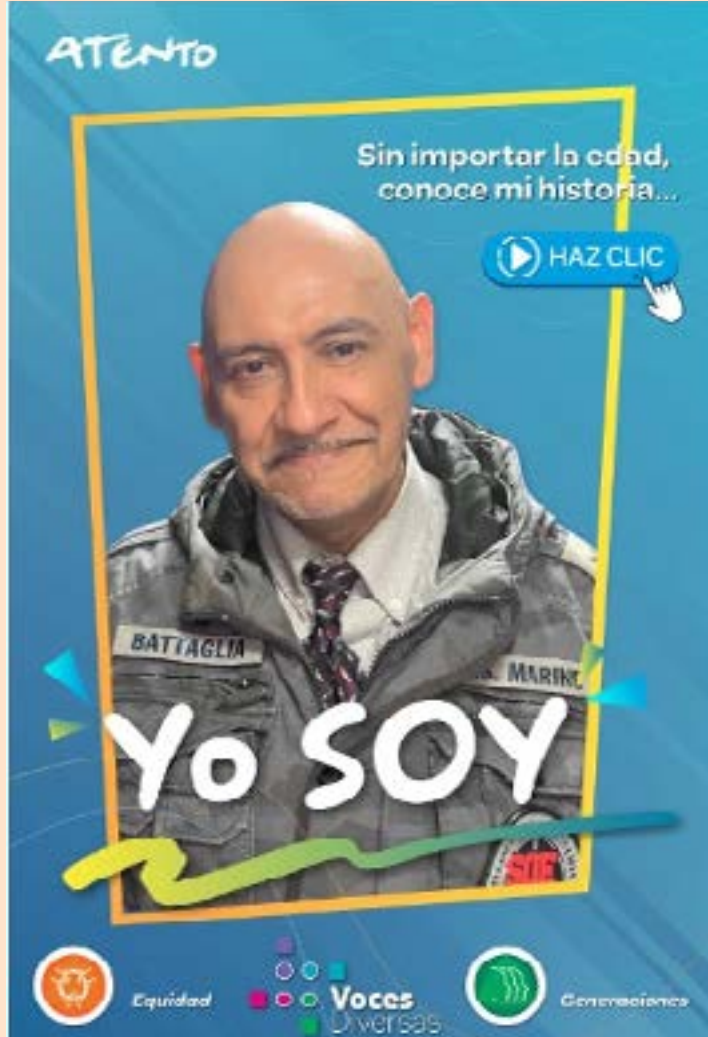


## ● Diversity at Atento

At Atento we value and promote an environment where people of **different races, ethnicities, genders, backgrounds, sexual orientations, religions, identities**, as well as those with **disabilities or other conditions**, including **diversity of thought**, coexist. We actively work to promote **respect, equity and harmony between cultures**, building a space where all people can be, express themselves and develop with freedom and dignity.

With this in mind, we express our commitment to ensuring inclusion through our **Diversity Manifesto**.

We have a **Global Diversity and Inclusion Committee** that focuses on driving the implementation of the diversity strategy in the different regions and establishing metrics that benefit the most vulnerable groups (more detail in chapter 4.1.2 included in Governance). In addition, at Atento we have created a system to identify, prevent and address harassment, supported by anonymous reporting channels and an external, independent investigative body. In 2024, only 48 discrimination complaints were received, representing 3.1% of the total complaints received. This protocol covers all types of harassment and discrimination that are legally recognized by the different anti-discrimination regulations in all countries where we operate.



To make the experiences of our employees belonging to different affinity groups within Atento, an example of this is the "I Am" initiative.

**"I Am" initiative;** a communication campaign designed through testimonials, which seeks to show how each of our

individuals can be authentic and express themselves freely in our organization, without fear of discrimination or judgment.

Launched through emails, WhatsApp groups and operational screens, "I Am" has impacted approximately 8,000 employees in **Mexico**.

The stories shared highlight the importance of acceptance and respect, **reinforcing Atento's commitment to a work environment where everyone feels valued and empowered to be who they really are.**

## ● Diversity at Atento

Another example is **Spain**, where the **Atento Group's** new four-year **Equality Plan** was implemented. This plan, developed in collaboration with the main labor unions, seeks to promote equitable working conditions, avoid discrimination and support the reconciliation of employees' personal, family and working lives.

Its objectives include ensuring equality in processes such as selection, hiring, promotion and training, integrating the gender perspective in all areas and business decisions, promoting equitable professional development and guaranteeing fair pay for work of equal value.

In addition, specific measures are implemented under the supervision of a monitoring committee composed of company and employee representatives, who periodically review progress and propose any necessary adjustments.

Since 2020 we have had the **DNA Program - Diversity Program at Atento**, a timeless and permanent initiative, with the objective of promoting a culture of respect and appreciation of differences, through listening spaces, debates and content that reinforce the importance of the pillars through the Allied Groups: **Gender, Race and Ethnicity, People with Disabilities, LGBTI+, Generations** and this year, as a novelty in Brazil, the **Refugee and Immigrant Group** has been implemented.



## Gender equity - Equality is when all voices have a space



**Gender equity** goes beyond equality between women and men: it is about **ensuring that all gender identities are respected, represented and treated fairly**. Building a more equitable work environment involves dismantling stereotypes, combating machismo and creating spaces where all people have a voice, leadership opportunities and the security to be who they are.

Gender equity is a commitment present throughout Atento's operations. Awareness campaigns were carried out in all our countries, making female leadership visible within the company and developing concrete actions to **strengthen the growth, well-being and autonomy of our female employees**.



### ● Jaqi Program - Empowered and Autonomous Atento Women

This initiative promotes personal, **professional and economic autonomy**, as well as the continuous improvement of women's quality of life. As part of this program, which began in Chile, **16 training workshops** were held, addressing different topics.

### ● AIMA – Help button

Program implemented in Colombia that assists women, providing guidance on gender violence, equity and denunciation, promoting training and gender recognition. This year, a **help button** has been developed in the "Atento a ti" App, designed to **request help in any situation of gender violence**.

### ● Movimento “Mulher 360”

In December 2024, we held a special event to talk about female leadership, in partnership with **Movimento Mulher 360**, the **Pactua Institute** and, for the first time, with the participation of one of our clients, the company **Quinto Andar**.

Atento opened the doors of its auditorium at its São Paulo headquarters to receive more than **150 clients, suppliers and employees**. The event was inaugurated by **Angelo Guerra**, president of Atento Brazil, and included the institutional closing ceremony by **Thiago Zanon**, Chief People Officer. The meeting became a valuable space for exchanging experiences, strengthening networks and jointly building solutions to move towards a more equitable, diverse and humane corporate culture.

## Gender equity - Equality is when all voices have a space

### Overcoming gender stereotypes

As part of the D&I week at the Salta site in Argentina, an internship was held, led by a Supervisor on **basic mechanical skills and an electrical workshop** for all sites, with the aim of overcoming gender stereotypes, discovering our potential and building a more inclusive society.



### Atento and BBVA empowering women

In **Mexico**, a meeting was held between Atento and BBVA leaders, in which they shared their professional careers and inspired more than 200 female employees in a **day of female empowerment**. In addition, Atento joined the CONAVIM campaign, promoting the use of orange on the 25th of each month as a symbol of awareness against violence against women and girls. During Women's Week, cultural activities, commemorative murals, talks, and dynamics focused on self-esteem and wellbeing were held, with the participation of more than 300 female employees.

### Breastfeeding rooms

Breastfeeding rooms are spaces designed to offer comfort and privacy to mothers and respect for their rights. In **Brazil**, two rooms have been inaugurated, while in **Bogotá** six additional rooms have been opened, reinforcing our commitment to supporting mothers and respecting their rights.

At Atento we celebrate both **International Women's Day** and **International Men's Day**.

We recognize the importance of both dates in fostering an environment of respect and equity. These celebrations allow us to highlight the diversity of experiences and perspectives that each gender brings to the table.



## LGBTI+ - The freedom to be who you are



**Respecting the LGBTI+ community** means creating safe spaces free of prejudice, recognizing the diversity of sexual orientations and gender identities. At Atento, **we value authenticity as a driver of commitment, creativity and well-being at work.**

In the different countries where Atento is present, the LGBTI+ issue has been widely addressed through **internal communication actions, awareness campaigns, social impact initiatives and spaces for dialogue.**

### ● Pride Month

**In Argentina, Brazil, Central America, Colombia, Spain, United States, Mexico, Peru and Uruguay,** the month of June was marked by a series of initiatives in commemoration of Pride Month, with activities that promoted visibility, respect and active participation. In Peru, the actions impacted more than **3,000 people**, both inside and outside Atento, and culminated with the company's participation in the **Pride March**, demonstrating active and public support for the rights of the LGBTI+ community. For the third time, **Atento Mexico** participated in the LGBTQ+ Pride March in Mexico City with the participation of more than 300 employees.



### DNA Talks

Through this initiative in Brazil and Mexico, online and/or face-to-face events are organized to address issues of diversity, equity, inclusion, among others, in the form of conferences and debates, with internal speakers (employees) and external experts in the field. Relevant topics are addressed to help contribute to **a more inclusive and diverse corporate culture and organizational environment.**

## LGBTI+ - The freedom to be who you are

These initiatives not only foster an environment of respect and acceptance but also enrich our organizational culture and strengthen the sense of belonging among our employees. Thanks to our ongoing commitment, we have received awards and recognitions that endorse our efforts to create a **more equitable and welcoming work environment for all**, where everyone can be, express themselves, and develop with pride and freedom.

### In Brazil, 2024 was a year of great projects

We received for **the first time the Salvador LGBT Diversity Seal of Excellence**, which recognizes companies that are examples of commitment, innovation and responsibility in building a more **inclusive and sustainable** future.

We were recognized for the **third consecutive year** as one of the **best companies to work for the LGBTQIA+ community**, according to the **3rd edition of the HRC Equidad BR survey**, conducted in partnership with Instituto Mais Diversidade and the Forum of Companies and LGBTI+ Rights.

We were also awarded in the **12th edition of the LGBT+ Diversity Cultural Merit Order Award**, organized by **Grupo Gay da Bahia (GGB)**, the oldest LGBTI+ human rights defense association in Brazil.



### 9th Meeting of Rectification of Civil Registration of Transgender People, Transvestites and Non-Binary

Atento reaffirmed its commitment to diversity, equity and inclusion by participating in the meeting of **Rectification of Civil Registration of Transgender, Transvestite and Non-Binary People**, at the invitation of the 1st Prosecutor's Office of Human Rights of Salvador/Bahia, which was attended by Thiago Zanon, Chief People Officer of Atento. Our contribution consisted of financing the fees for the certificates required by the Notary's Office for the rectification of the names of 50 people.

### Social Name

It is the name by which non-binary, transgender, transsexual, transvestite or transgender people identify themselves and are socially recognized, as it is in line with their gender identity. Atento guarantees the use of the social name on ID card, email, food cards, web login, restaurant voucher and meal voucher. Since 2020 **we have processed +715 Social Name requests**.

## People with disabilities - Inclusion is built with accessibility and respect



**The inclusion of people with disabilities** is a fundamental aspect of building fairer and more equitable societies. It involves ensuring that all people, regardless of their abilities, have access to opportunities in education, employment, health and social participation.

In 2024, we continue to ensure the **necessary adaptations and/or accommodations** for employees with disabilities in all our geographies.

In addition, we reinforced our **internal awareness-raising actions** through communication campaigns that addressed topics such as "ableism", parenting of people with addressed issues such as **"empowerment", parenting people with disabilities**, and the inspiring stories of our own employees, promoting a culture of empathy, awareness and respect throughout the organization.



### "Atento Impulsa"

At Atento, having a disability is not an impediment. For us, it is key to promote actions that support inclusion in the workplace. For this reason, we not only deploy recruitment initiatives such as the **Atento Impulsa initiative in Spain**, with our subsidiary created in 2009, which is dedicated to generating employment and training for groups at risk of exclusion, but we also launch various inclusion and awareness initiatives both internally and externally.



### "Alicerce" Professional Qualification Program

Focused on **training people with disabilities throughout Brazil**, the project, which began in 2022 and was completed in 2024, offered educational opportunities with certification **for people with disabilities interested in strengthening their knowledge and increasing their chances of entering the labor market**: 307 people were certified.



### "Atento TEAcompaña"

Aimed at collaborators in Argentina who live with or are **responsible for the care of people with ASD** (autism spectrum disorder), accompanying them in their role. The initiative includes face-to-face meetings with a Leader in the work center accompanied by UEGP 233 S.O.M.O.S. health professionals, with the aim of accompanying caregivers in their role: stress management, understanding of disabilities, self-care, inclusion and community support.

## People with disabilities - Inclusion is built with accessibility and respect

In our organization we are not only committed to labor inclusion by hiring people with disabilities, but we also **offer services specially designed to meet their needs.**

An outstanding example is our **sign language service**, available through the Renfe website in Spain. Thanks to this service, deaf people can communicate in their natural language to carry out formalities such as purchasing and modification of tickets, consult information on train movements or request data on season tickets.

This progress represents a firm **commitment to equal access and the elimination of barriers in public transport.**

All agents have specialized training in sign language, which guarantees a close, professional and high-quality service.

Our goal:  
**to build a  
more inclusive,  
accessible inclusive,  
accessible and fair  
and fairer  
for all**



## Generations - Experiences that add up, generations that connect



The coexistence of different generations represents a powerful opportunity for exchange, learning and innovation.

Recognizing the value of age diversity is to promote a work environment in which the experience and energy of different ages are integrated to build more humane and complete solutions.

At Atento, we work so that all people, regardless of their age, feel valued, listened to and motivated to continue growing professionally.

In Brazil, Mexico and USNS, we promoted communication and engagement campaigns focused on the valorization of professionals aged 50 and over, reinforcing the value of their work, their relevance to the business and fostering an inclusive intergenerational culture.



## Races and ethnicities – Diversity is our strongest color



**Cultural diversity** not only enriches companies but also strengthens their competitiveness and capacity for innovation. That is why at Atento, we recognize diverse talent, **value all races and ethnicities, and create growth opportunities for all employees, regardless of their origin.**

In Mexico and USNS, we promoted communication and engagement campaigns focused on valuing professionals aged 50 and over, reinforcing their relevance to the business and fostering an inclusive intergenerational culture.

In countries such as Brazil, the United States and Colombia, our race-related initiatives are designed to foster an inclusive, diverse and prejudice-free work environment. Throughout 2024, we carried out **racial pride actions, training** and "letramento" **activities**, as well as **social impact** initiatives, **with the aim of raising awareness, educating and transforming our environment.** We believe that only through respect and collective awareness can we build a space where all people feel truly valued, represented and safe to be who they are.



*"We must be role models in the fight against racial discrimination, demonstrating a commitment to equality by taking a stand against racism and working by being actively accountable to create a future in which racial discrimination is a thing of the past."*

**Zoraima Carolina Alvear Ramos**

Jazztel Operations Coordinator - Atento Colombia

- **Brazil** plays a leading role in promoting racial equity, leading initiatives that inspire the entire organization. In 2024, we renewed the **São Paulo Racial Equality Seal**, which recognizes concrete actions against structural racism, the result of the joint effort of our Race and Social Responsibility group, which respects and represents the more than 33 thousand black people who make up 68% of our team in Brazil. We also obtained the **Salvador Ethnic-Racial Diversity Seal**. We are also signatories of the **Movement for Racial Equality**, which seeks to reach 10,000 leadership positions for black people and generate 3 million opportunities by 2030. More than 1,100 black professionals have benefited from development and mentoring programs, and we have estimated a return of R\$ 1,635,800.00 in direct benefits, demonstrating the transformative impact of our commitment.



- In **Guatemala**, several actions were carried out to externally reinforce our contribution to this allied group. We invited 30 students, mostly indigenous, to our facilities to participate in the **"Partners for a Day"** activity with the **NGO Junior International**. We also received 25 low-income students to show them the importance of job placement and the advantages of entering the industry.

## Refugees and Immigrants - Stories that Cross Borders and Build New Beginnings



**Refugees and immigrants** bring with them stories of courage, self-improvement and hope. By welcoming these professionals, we build bridges between cultures, enrich our environment with new perspectives and reaffirm our commitment to human rights, inclusion and diversity.

At Atento, we believe it is **our responsibility to offer not only employment, but also respect, dignity and a true sense of belonging.**



- In **Brazil**, in 2024, we created the **Group of Allies of Refugees and Immigrants**, an initiative aimed at strengthening dialogue, visibility and the development of inclusive actions for this public. Currently, we have more than **900 foreign professionals** who are an active part of our organizational diversity. One of the group's first actions was a special "Live" on the foreign professional's day, which was attended by **160 employees**, promoting the exchange of experiences and internal awareness.
- In the same year, we joined the **Companies with Refugees Forum**, reinforcing our public commitment to the cause and expanding the dissemination of our vacancies to refugees and immigrants, facilitating access to job opportunities with **real impact**.
- In November, Atento was recognized for the first time with the **Vem Bumbar Award**, an award that highlights companies that contribute the most to the inclusion of African immigrants and refugees in Brazil.

This recognition reflects the success of an operation developed especially for a client in the online gambling sector, which required a structure staffed by Nigerians for Nigerians. We took on this challenge with commitment and agility, **reaffirming our role as agents of social transformation through inclusive employability.**

- In **Bucaramanga**, we received recognition for labor inclusion of the migrant population from the **Bureau of Population, Refugees and Migration (PRM) of the U.S. Department of State and the Pan American Development Foundation (PADF)**, in the framework of the strategy 'Red de Empresarios que Integran Horizontes'. It is a recognition of our contribution and commitment to promoting the labor inclusion of the migrant and refugee population from Venezuela, Colombian returnees and vulnerable host groups. This has been an important milestone for the company, as it reaffirms our commitment to corporate social responsibility.



## 2.4 GROWING TOGETHER: TRAINING AND PROMOTION

### Training, development and growth: investing in our people

Training at Atento is a strategic pillar to strengthen capabilities, motivate professional growth and ensure the sustainability of the business. In 2024, we implemented **learning programs at all levels**, focusing on leadership, culture, technical skills, wellness and employability, promoting a dynamic learning ecosystem that is accessible and connected to our culture.

#### Focused on talent

At Atento, we attract the most outstanding professionals and encourage the growth of internal talent. We are dedicated to creating a work environment that facilitates the **professional and personal development of our employees** through global and local **training and development programs**. As our company continues to grow and transform, it is critical that our leaders continue to support the development of their teams and build a shared culture of leadership, which is an essential competitive advantage for our future. In this context, we have implemented our **Global Leadership Model (LEAD)**, designed to identify, develop and strengthen all leaders by driving our culture and guiding people to achieve organizational success while promoting a positive impact on society and the environment in which we operate.



Throughout 2024, we have deployed **86** Leadership Workshops globally, with **100%** of leaders attending.

## Training, development and growth: investing in our people

### Virtual reality, coupled with artificial intelligence, to train Agents

In 2024, Atento revolutionized the way it trains its operational teams with a pioneering initiative in the CX market through the inauguration of the **Atento CX Lab**, a space equipped with **virtual simulators and advanced AI resources**, which offers a more playful, interactive and dynamic training in which agents go through immersive and realistic experiences, immersing themselves in the universe of the brand they represent and in the customer's problems, being able to offer a more empathetic, agile and specialized service.

The project was conceived and developed entirely by the architectural manager of Atento's project area in Brazil, **Eduardo Docema**, who is part of the company's neurodiversity group and is **diagnosed with autism spectrum disorder (ASD)**. The success of this project corroborates the importance of a **diverse team in driving innovation within the company**.



*"Being on the autism spectrum and seeing the world in a different way allowed me to analyze the demand from other points of view and have insights that made me suggest a totally new format, much more viable from a financial point of view and that met all our client's expectations" ..*

**Eduardo Docema**

Architecture Expert



# Training, development and growth: investing in our people

At Atento we offer a wide range of **training programs ranging from technical skills and specific competencies to personal development and leadership**. Our focus is on providing our employees with the necessary tools to grow and adapt to a constantly evolving work environment. We also value lifelong learning, promoting learning and facilitating access to resources that allow them to keep up to date in their areas of specialization.

At Atento, we believe that investing in the training of our employees not only benefits their individual growth, but also strengthens the organization as a whole, creating a more competent and motivated team.



|                 | OPERATIONS |            | STRUCTURE |         | TOTAL      |
|-----------------|------------|------------|-----------|---------|------------|
|                 | MALE       | FEMALE     | MALE      | FEMALE  |            |
| ● Brazil        | 9,453,315  | 25,606,883 | 132,546   | 172,249 | 35,364,993 |
| ● South America | 1,620,588  | 2,837,682  | 1,998     | 2,133   | 4,462,400  |
| ● Mexico        | 841,365    | 787,072    | 1,030     | 754     | 1,630,221  |
| ● EMEA          | 404,887    | 514,237    | 1,506     | 2,549   | 923,180    |
| ● USNS          | 113,948    | 44,608     | 2,977     | 1,892   | 163,424    |
|                 | 12,434,102 | 29,790,482 | 140,057   | 179,577 |            |
|                 | 42,224,584 |            | 319,634   |         | 42,544,217 |

# Training, development and growth: investing in our people

Through training programs specifically designed to strengthen the skills of our employees, **we empower our teams to develop in a dynamic and constantly evolving environment.**

As a novelty, we have started the implementation of Atento Academy, the Global Training Platform, which allows us to **standardize and harmonize training processes**, as well as reporting and analysis of global KPIs. This is a significant step forward in our commitment to the continuous development of our employees' skills and competencies.

Each program **reinforces our culture of continuous learning, meritocracy, diversity and leadership**, in order to continue building an Atento that evolves, adapts and promotes talent as the main driver of transformation. In this sense, some of these outstanding training programs carried out at the local level are detailed below:

## LMS global



### ● Leader on Board Program



Development program, focused on employees with the potential to become leaders, as Supervisors or in the next higher position.

### ● Ready to Lead



Provide a structured onboarding process for team leaders, ensuring that they develop the key competencies necessary to lead teams effectively. Focuses on skills such as communication, leadership, planning, team management and decision making, facilitating their transition into a supervisory role.

### ● SOU Apprentice



**Support the process of linking and developing apprentices** during their career in the company, from onboarding, including support from leaders and mentors (~320 active apprentices).

### ● Semillero Atento



Promote continuous learning and development, providing skills and knowledge to adapt to new challenges.

### ● Key People

Promote the growth and development of internal talent, strengthening the knowledge, skills and attitude of our high-potential employees. Thanks to this program, **we foster the career path and permanence of key people and permanence of key people for Atento**, preparing them for roles with greater responsibility in the future.

### ● Atento a tu futuro



**Educational platform designed to improve the employability** of young people through our know-how sharing courses in customer service, sales and collections. The objective is to provide practical tools for the professional development of those seeking to enter the labor market.

# Training, development and growth: investing in our people

## Growing together: performance appraisal and internal promotion

Through our **Time to Talk** program, we identify the performance and potential of our employees to drive their development and growth in the organization. In 2024, we implemented a new **"Open Feedback"** initiative to provide constant two-way feedback that allows us to act in a more agile way, allowing managers to perform a comprehensive assessment when evaluating their team and collect feedback from peers, internal clients and employees in any Atento country.

Atento is also committed to **maintaining an inclusive environment, promoting fairness in promotion opportunities for all employees, regardless of gender or origin, which reinforces our company culture and contributes to a diverse and talented team.** This also successfully demonstrates the effectiveness of individual development plans, mentoring programs and various training programs that contribute to the professional growth of our teams.



Our new agile and simple culture has driven us to evolve our performance management and development process, moving from two formal feedback instances per year to continuous, timely feedback and a 360° approach, thus integrating a much more complete view of our employees' contributions. **Internal promotions** are based on performance evaluations that ensure that employees receive constant feedback and opportunities for improvement. This approach promotes a motivating and motivating work environment. Atento seeks to identify and enhance internal talent, ensuring that all employees can advance in their careers.

4,915

Internal Promotions



of the Operations area



## 2.5 REMUNERATION AND SOCIAL DIALOGUE

### LABOUR RELATIONS

In compliance with the legal provisions on association and collective representation in all countries in which we operate, **Atento guarantees its employees the freedom to associate and join collective bargaining agreements** whenever they wish.

As of December 31, 2024, we had collective bargaining agreements in eight countries, including Argentina, Brazil, Chile, El Salvador, Spain, Guatemala, Mexico and Uruguay, which regulate our relations with the majority of our employees in these locations. **Thus, 71.3% of our employees at year-end were covered by a collective bargaining agreement.**

Our employees' right to strike, freedom of association and the right to collective bargaining are also guaranteed, as we also defend their labor rights.

### TOTAL COMPENSATION MODEL

- Atento strives to offer its employees the best possible conditions and to promote their training and professional development.
- To attract, retain, engage and motivate its employees, **Atento has a Total Compensation Model** in accordance with the conditions of each country, which includes remuneration, social benefits, work-life balance, development and career opportunities.
- Salaries are adjusted to the applicable benchmark indexes**, updated according to the minimum wages defined in each location.

In addition to the base salary, the company offers several incentives, aligned with the company's strategy:

### SHORT-TERM INCENTIVES

- Administrative employees:** the variable compensation of employees is annual, and its achievement is influenced by the company's results (on a global, regional or local scale, depending on the employee's area of responsibility) and the employee's own objectives.
- Operations Employees:** all employees have a monthly or quarterly variable compensation linked to the operating results of the service or business where they are located.
- Commercial Employees:** annual variable compensation based on individual commercial results.

### LONG-TERM INCENTIVES

- Aimed at the senior management group focused on medium and long-term strategy

### RETRIBUTION

In terms of compensation, we are proud to continue to make progress in reducing the gender pay gap. By 2024 we have achieved a 13% reduction<sup>(1)</sup> in the gender pay gap between men and women. This steady progress reflects our firm commitment to gender equality and equitable compensation. We will continue to work hard to eliminate this gap completely, ensuring equal pay for equal work across our organization. (For more information, see Appendix 1 in "About this Report").

<sup>(1)</sup> Calculated as:  $\text{average wage of women} - \text{average wage of men} / \text{average wage of men}$ .

## 2.6 EMPLOYEE SAFETY, HEALTH AND WELLNESS

### Our commitment to employee care

At Atento, **the health, safety and well-being of our employees** are our **top priority** as a company. We implement a comprehensive approach that seeks not only to ensure a safe and healthy work environment, but also to promote the physical and mental well-being of all our employees.

Through a variety of resources and **support programs focused on mental and emotional health**, ensuring that our employees feel valued and supported in their integral growth, we foster a culture of care and responsibility.

At the same time, **we support work-life balance**, offering resources and tools that allow our employees to develop their potential in a timely and motivating environment.

We believe that a healthy and secure team is key to the success of our organization and to provide quality service to our clients.

For this reason, we have implemented specific strategies that prioritize the well-being of our employees through policies that facilitate **digital disconnection**.



**+8,000**

employees trained in smallpox in Mexico

**+4,000**

participants in active pauses in Peru

**+2,000**

beneficiaries in health fairs in USNS

**+2,900**

ergonomically evaluated workstations in Spain

**+14,000**

interactions in health campaigns health campaigns

**+50,000**

employees participated in SIPAT Brazil 2024

**+3,500**

safety inspections realized in facilities

**+10,000**

people trained in health and health and safety in Brazil

#### Caring is part of our culture

More than one-time initiatives, these actions reflect an organizational culture committed to the well-being and safety of people. We promote health, prevent risks, reduce inequalities and **place the employee at the center of our sustainability strategy**



## Main initiatives by country

### Brazil

Deployed a broad program focused on integral health and risk prevention, reaching thousands of employees throughout the country:

#### Health and Wellness:

- More than 25 national campaigns on mental health, STIs, women's health, cancer, nutrition, suicide prevention, health of vulnerable populations, among others.
- Multichannel actions: press releases, discussion rounds, quizzes, educational capsules and face-to-face events.
- +14,000 interactions accumulated in health actions during the year.

#### Safety and Prevention:

- "Green April" campaign with 95% national participation, including home office employees and service providers.
- Internal Accident Prevention Week (SIPAT) with the theme "Emergencies", reaching +50,000 employees, more than 90% of the total company.
- 116 evacuation drills carried out throughout the country.
- +3,500 "Safety Walks" in facilities.
- 14,000 employees trained in different training courses such as occupational health and safety, ergonomics in teleworking, use of PPE and chemical products, CIPA...
- Technical training in emergencies, chemical products, work at heights and other risk areas.

+25

national health campaigns

+14,000

interactions on health

95%

participation in Green April

+50,000

SIPAT participants

116

evacuation drills

+3,500

"Safety Walks"

+14,000

trained in health training

### Colombia

- Implemented the **"Atento Balance and Betterfly"** platform, a wellness and recognition APP where employees, through the implementation of healthy habits, can donate "virtual Atcoins" that can be exchanged for symbolic donations to local or global social causes.

- At the **Bucaramanga** headquarters the Gender Week, cardiovascular screening to prevent diseases, vaccination against influenza, delivery of ergonomic kits, and road awareness activities, among others.

4,267

participants in active operational breaks

### Peru

- 4,267 people participated in active breaks in operations (95% coverage).
- Brigade training: evacuation, first aid and fire extinguishers

## Main initiatives by country

### Spain

- Implemented the **TEDM Program (“Te echamos de menos”)**, a strategic program to combat absenteeism, by promoting measures of flexibility, motivation and reinforcement of employee engagement, based on proximity and concern for the teams. Among the measures already implemented, we highlight **Atento MedicApp**, a digital health platform that allows workers to consult free of charge, 24 hours a day, 365 days a year, by chat and video call, with doctors from 10 specialties.



- Ergonomic evaluation of 2,914 jobs, 1,830 medical examinations performed, 88 job adaptations, and stress management training to help our employees deal with this situation.

### Mexico

- Educational campaign on smallpox, with +8,000 employees impacted through multichannel communication.

### USNS

- 6 health fairs benefiting +2,000 employees.
- Services offered: vaccinations, medical tests, massages, vitamins and contraceptives.
- Evacuation drills and emergency brigade training.

● **2,914**

ergonomic evaluation ergonomics

● **1,830**

medical examinations performed

● **88**

adaptations of workstations

● **+8,000**

contributors' seismic smallpox education

● **+2,000**

beneficiaries in 6 health fairs

**130**

130 trained in CPR, AED and first aid

### Argentina and Uruguay

- Alliance with the San Isidro Red Cross, with 130 employees trained in CPR, AED and first aid. During **World Breastfeeding Week**, two workshops were given to all our pregnant employees, future fathers/mothers/partners. In the **month of awareness of the fight against breast cancer**, they carried out numerous initiatives.



**+500**

Participants in breast cancer prevention activities

### Chile

- Vaccinations, massotherapy workshops, mental health talks, active breaks, preventive check-ups and workshops on diseases of the breast, preventive check-ups and workshops on chronic diseases.
- +500 employees participated in various activities aimed at breast cancer prevention and awareness



## 2.7 GLOBAL CLIMATE AND COMMITMENT PLAN

At Atento, **we prioritize our actions and initiatives based on the opinions of our employees**. Through surveys, we not only capture their opinions directly, but also identify areas for improvement that allow us to evolve as an organization in multiple dimensions.

As part of our cultural transformation plan, we have revamped our Climate and Engagement Survey process to focus on **"Engagement Level" of our employees**, recognizing their key role in organizational success. This new model not only evaluates engagement, but also incorporates essential elements of the Employee Experience, promoting a positive and motivating work environment.

The survey, which is conducted on a regular basis, acts as a valuable tool to capture the voice of our employees. This year, we have developed a dual approach covering both **Engagement** and **Employee Experience**.

● **Principles of the plan**

- Leadership
- Collaboration
- Diversity and Inclusion
- Safe Work Environment

● **Methodology**



*"To enhance the employee experience in order to have the best and most committed team to guarantee our business results and an excellent customer experience."*

**48,004** employees

**76%** response rate

**13** countries

**3** languages

**63%** Engagement level

**92%** I feel Atento values diversity

**86%** Adequate management of ethical risks

**71%** Work-life balance

## Culture of Recognition: Applause

Atento has a **Global Recognition Program** that aims to highlight and celebrate all members of our teams, **thus fostering a culture of recognition and motivation.** Through symbolic badges reflecting our core values, this program allows each employee to receive recognition for his or her contributions and achievements by peers and managers.

Awards are held on our internal social network, Atento Cloud, where recognitions can be shared publicly, promoting an atmosphere of camaraderie and collective pride, or privately, for those who prefer a more personal recognition. **This approach not only reinforces Atento's commitment to excellence and teamwork** but also boosts morale and a sense of belonging among employees, creating a more positive and collaborative work environment.





**“Wall of Fame” España.** At Atento we want to recognize those people who, through their effort, dedication and commitment, have stood out for their work, achieving great results in their daily work.

Therefore, every month we give recognition to those collaborators and coordinators who have achieved excellent results.



**Atento “Warriors Top Performance”.** Quarterly recognition to the best performing Agents, Supervisors, Quality Analysts, Trainers and WFM personnel in Puerto Rico, El Salvador and Guatemala.

## 2.7.1 Motivation

### Culture, belonging and motivation: Atento's heart

At Atento, we believe that a **strong culture is the engine that drives our purpose**. Fostering a **sense of belonging, an emotional connection** with the company, **team bonding** and the **active participation of our employees** have been a strategic priority throughout 2024. We have held **celebrations and contests, recognition programs, meetings with leaders and even with our customers**, implemented in all our geographies. Emphasis is also placed on maintaining an appropriate work-life balance through wellness programs and initiatives. All of this has resulted in our voluntary turnover rate reaching 2.4% by the end of 2024.

*"The true engine of our company has been, is and will always be our people. Throughout these 25 years, the focus on the well-being and development of people is undoubtedly what has allowed us to build an exceptional team, full of talent, dedication and passion, one of the pillars of our success.*

*During this time, we have been a reference in the CX market, diversifying our offer, expanding our footprint and evolving towards more technological and digital environments.*

*We are now at a time of change and transformation in our industry, which we are confident we can successfully address to guarantee our customers, employees and partners another 25 years of great experiences".*

**Thiago Zanon**  
Chief People Officer



## Culture, belonging and motivation: Atento's heart

### 25 years, a unique moment celebrated in all our geographies

During 2024, a very special milestone took place, **our 25th anniversary!** This journey would not have been possible without the support and trust that our partners, clients and customers have given us over the years, and to the **commitment, talent and effort of those who have been and continue to be part of this company.**

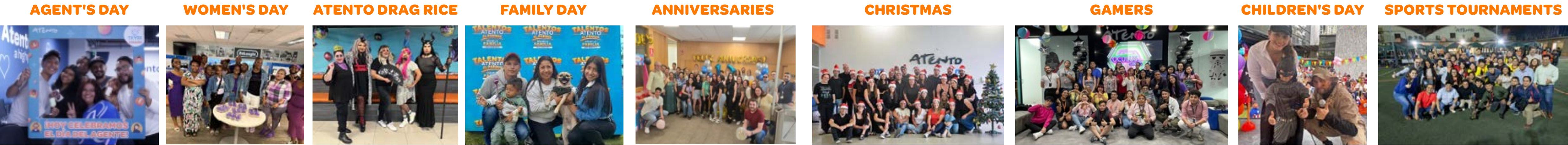
To commemorate this significant moment, multiple global and local activities were held throughout the twelve months.

Throughout the past 25 years, we have overcome challenges and made significant achievements. Each step has brought us closer to our vision of offering memorable experiences and making a positive contribution to the industry



# Culture, belonging and motivation: the heart of Atento

Undoubtedly, these activities give us the opportunity to incorporate surprise and fun into our work routine, acting as a motivating factor. Some of the activities we carry out in our centers:



● Activities linked to events or important festivities

such as Agent's Day, Mother's Day, Father's Day, Christmas, and year-end celebration.

● Commemorations of international days

Women's Day, Breast Cancer Day, Autism Day, International Day for the Elimination of Violence against Women, Family Day, among others.

● Competitions and recreational activities

sports competitions, art workshops, entrepreneurship fairs: Halloween, Book Day, toy collection campaigns, sports tournaments, drag battles, beautification of our facilities, and talent contests.

● Customer Service Week

for the first time in 2024, we celebrated this holiday to thank our employees for their hard work, with the participation of more than 2,800 employees from all over the region. It was a day in which different contests and games were held to commemorate this day.

● Anniversaries of our work centers, celebrations

celebrations, as well as our services and campaigns.

The actions of 2024 demonstrate that our commitment to engagement, well-being and a sense of belonging is genuine and deeply connected to who we are. Because at Atento we live,we share and celebrate

## 2.7.2 Recognitions, awards and certifications

### A year of shared excellence

2024 was a year in which our culture of excellence, social commitment, diversity and innovation was recognized by clients, institutions, certifiers and public bodies in different countries. Each award reflects the efforts of our teams to build a more human, sustainable and results-oriented company.

#### Certifications

##### ESG: Quality and environment

- **ISO 9001** – Quality Management (BRA, PER, CHI, COL, SP, MEX)
- **ISO 18295** - Excellence in Customer Service (COL, ESP)
- **ISO 26000:2010** - Social Responsibility (BRA, SP)
- **NBR 16001:2012** - Social Responsibility Management (BRA, SP)
- **GMD COPC Certification** - Excellence in customer experience management (CHI)
- **PROBARE**: Maturity Standard (BRA)
- **ACERCAR Certification** - Environmental Secretariat
- **SANAR Foundation**

##### Ethics, Risks and Information Security

- **ISO 56002** – Innovation Management
- **ISO 27701** - Information Privacy (BRA)
- **ISO 27001** - Information Security (BRA, PER, CHI, COL, SP, MEX)
- **ISO 20000** - IT Management (BRA, SP)
- **ISO 31000** - Risk Management (SP)
- **PCIDSS** Certification "Payment Card Industry Data Security Standard" (MEX, ARG)
- Certificate in **Data Protection** (SP)
- **PROBARE**: Ethics Seal

##### Human Resources

- **NCh 2728** – Technical Training Organization (OTEC)
- **Inclusive Company Certification** - American Chamber of Commerce (SAL)
- **District Self-Protection Simulation 2024** - IDIGER (COL)



## Recognitions, awards and certifications: a year of shared excellence

### • Recognitions and awards

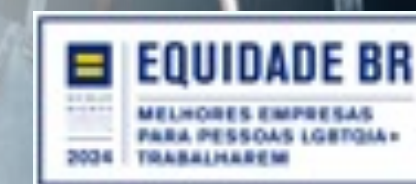
#### ESG: Environment, Diversity & Inclusion

- **Best Place to Work with LGBTQ+ Equity.** Human Rights Campaign Foundation
- **12th LGBT+ Diversity Cultural Merit Award**
- **HRC Equidade BR.** 3er consecutive year among the best companies for LGBTQIA+ people (BRA)
- **Expansion Top Companies.** Super companies for Women 2024
- Vem Bumbar Award, for the **Inclusion of Refugees and Immigrants from Africa**
- **Ethnic-Racial Diversity Seal** (Salvador)
- **Racial Equality Seal** (São Paulo)
- **LGBT+ Diversity Seal** (Salvador)
  - Award for Best Practices in the **Labor Inclusion of People with Disabilities.** Recognition from the Government of the State of Mexico
  - **Recognition for the Labor Inclusion of the Migrant Population.** Bureau of Population, Refugees and Migration (PRM) of the U.S. Department of Labor and the Pan American Development Foundation (PADF)
- UN Women. United Nations **Women's Empowerment Principles** (WEP)
- **Double Impact Award for Aniquem.** Management of electronic waste for the benefit of children with burns
- 1er place in the category "**Employment promotion and business solidarity in situations of force majeure**". Ministry of Labor and Employment Promotion
- **Inocente Foundation Award (XIII Edition):** Support to social causes for children in vulnerable situation
- **Inclusive Company Certification - American Chamber of Commerce of El Salvador.** For complying with employability standards for people with disabilities
- **ESR 2024 Distinction.** Mexican Philanthropy Center (CEFEMI)
- **Best Contribution in Social Responsibility.** APEXO 2024 Experience Awards

## ● Recognitions and Awards

### Human Resources

- Forbes. **Atento among the 100 Best Companies To Work For in Spain** for the 6th consecutive year
- **Women Leaders in Business 2024** by Red de Negocios. Elia Santillan Moncayo. Country Director in Mexico
- Expansion Women. **The 100 Most Powerful Women in Business 2024**, recognizes Elia Santillán Moncayo. Country Manager in Mexico
- **BBVA Customer Care Center** recognizes Elia Santillán Moncayo. Country Manager in Mexico for her professional career and strategic synergy
- **APEXO 2024 Experience Awards**. Francisco Grillo, Country Director in Peru, recognized for his leadership and contribution to the CX transformation
- Recognition for **Commitment to Development and Continuous Training** by ARL BOLIVAR
- Recognition in Colombia for the **Labor Inclusion Strategy for victims of the armed conflict** and other populations implemented by the Public Employment Service Unit and the Ibero-American State Organization
- **Inclusive Bogota** seal for promoting the inclusion of special populations through their employment



## ● Recognitions and awards

### Innovation, Customer Relationship

#### GLOBAL

- **Frost&Sullivan** recognizes Atento as a leading company in the Frost Radar™ for Customer Experience Management in Latin America 2024.

#### BRAZIL

- **Innovative Workplaces Brazil Award (MIT - IT Media).** Atento among the 100 most innovative companies in the country
- **Ouvidorias do Brazil Award.** Atento recognized as one of the best institutional cases
- **“Reclame Aqui 2024” Award.** Atento chosen as the best customer service company.
- **Smart Customer Award:**
  - Silver in the Customer Respect category.
  - Bronze, in the Customer Experience Management category.
  - CX Awards 2024. Bronze, in the category Best Technological Innovation (BPO).
- **ABEMD 2024 Award:**
  - Gold in the Contact Center category
  - Bronze in the Contact Center category

#### PERU

- Good Labor Practices Award 2024 - Ministry of Labor: **1er place in the category Promotion of employment and business solidarity in situations of force majeure.**

#### ARGENTINA

- **PAMOIC 2024 Awards:**
  - Silver in the Best Outsourced Company Operation category.
  - Bronze, in the category of Best Strategy in the Organization (Customer Service).





## ● Recognitions and awards

### Innovation, Customer Relationship

#### CHILE

- CX Innovation Awards 2024 por QualityExperience
- Gold in the category **Best Customer Experience Strategy (Site Paraguay)**
- Silver for **Best Outsourcing Company Operation (Site Paraguay)**



- National Award for Excellence in Customer Experience and Contact Centers

#### MEXICO

- Recognized s as **Super Companies 2024 by Expansion Top Companies**
- **Retargeting Awards 2024** - BBVA
- **Awards in 3 categories for outstanding results:**
  - Best Results BBVA Online Banking
  - Best capillarity results online BBVA
  - Vision and Strategic Implementation ASD



#### COLOMBIA

- **Customer Value Leadership** Award in the Customer Experience Outsourcing Services Industry by Frost&Sullivan

#### SPAIN

- **Platinum Contact Center 2024 Award:** Best Customer Experience in the Retail sector.
- **Best provider in Sales Quality.** Endesa Recognition
- **Recognition for Atento's team as a key strategic partner.** Securitas Direct Award
- **Award Leading Company in the Development of Customer Management Services and Business Process Outsourcing** by the Community of Madrid organized by La Razón Newspaper.
- **Individual awards to collaborators and institutional recognition for 2024 results.** Telefónica Recognition



# 2.8 IMPACT ON SOCIETY

## ● Together for a better world

As part of our commitment to sustainability and social responsibility, we have implemented several initiatives that reflect the positive impact our employees have on the community. Through **volunteer programs, donations to local organizations, workshops**, our employees not only contribute to improving the quality of life of the people around them but also foster a supportive and committed work environment. These actions, aligned with our values, demonstrate that each employee has the power to generate significant change, thus strengthening our mission to be agents of social transformation.

### Global Community Month

For the ninth consecutive year, during the month of September in all Atento countries we simultaneously implemented Social Responsibility initiatives: recycling actions for radiographic plates and caps, tree planting, clean-up days, clothing collection...



In **Colombia**, they joined the "Global Community Month" with various initiatives, including a **donation day** in which more than 130 people participated through the **Betterfly platform to the "SoyDoy" foundation**. This foundation seeks to empower and enable families to generate sufficient resources to ensure a minimum of three complete and balanced meals a day. During the day, different sessions of Rumba Therapy were held at the Telares and Dorado sites. The Pereira team participated in talks on Safe Spaces, given by the Secretariat of Social and Political Development. They also carried out a nationwide collection day of Caps and Batteries for the SANAR Foundation.



In **Guatemala**, a team of 35 volunteers joined the organization **"Súmate Guatemala"** and the municipality of Jocotenango in a valuable **cleanup of the banks and surroundings of the Guacalate River**. The volunteers worked as a team, collecting waste and promoting sustainability practices in the community.



From **El Salvador**, in collaboration with the **National Council for the Inclusion of Persons with Disabilities (CONAIPD)**, 15 volunteers participated in the inauguration of the civic month, collaborating during the day in the care of the area for children and adolescents, the distribution of water, the coordination of the parade and the delivery of refreshments.

## ● Together for a better world

Faced with the devastating effects caused by the DANA in several regions of **Spain**, and especially in Valencia where one of our sites is located, Atento has mobilized to carry out a series of actions aimed at supporting those affected by the hurricane and contribute to the reconstruction of the impacted communities.

To contribute in some way to mitigate this difficult situation, we implemented some support measures. On behalf of employees impacted by this emergency were offered work flexibility options according to their needs and always in coordination with the company's management. **A special bonus was also given to the 24 people affected to help them at this time.**

On the other hand, all the platforms have also wanted to show their commitment and support to our affected colleagues in the center of Valencia. To this end, the initiative of buying a solidarity bracelet was launched, with the aim that each purchase would become direct aid for each of them. Thanks to the solidarity of all, it has been possible to raise **4,200 € that will be transformed into an aid** to alleviate in some way this difficult situation.



In the **United States**, they collected and donated food and clothing to **The Poverello Center**, Inc, an organization dedicated to supporting people living with HIV and other chronic illnesses in South Florida.



Our team of Atento volunteers in **Puerto Rico**, visited the **Lara Cotto Elderly Care Center**, a place where 15 elderly people with different conditions live. During the visit, they shared unforgettable moments: they listened to music, danced together... They were also given a delicious snack, played dominoes and shared moments of fun.



In **Mexico**, we collaborated with the **"Abrazando Corazones"** campaign, which consisted of a collection of clothes in perfect condition that were delivered to the "Fundación por ti Mujer" (For You Woman Foundation). In total, more than 2,000 items of clothing were collected, with the participation of more than 400 collaborators.



In **Brasil**, they carried out various activities on the 4 themes. In collaboration with the NGO "Heróis do Lacre", they made **donations** of aluminum can rings at the Nova São Paulo, Santana, São Bento, Oliveira Coutinho and Headquarters units, with the aim of **converting the donations into wheelchairs for families in socially vulnerable situations**. It will take 105 kg of hoops to acquire a wheelchair, so they will continue with the campaign until the goal is reached.



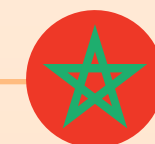
## ● Together for a better world



In **Peru**, they are also committed to the environment and social responsibility, which is why they have joined Aniquem in the **Recycle to Help** program. With every kilo of recycled material, we contributed to the rehabilitation of children who are burn survivors. Together, they transformed waste into opportunities to improve the quality of life of those who need it most, creating a positive impact on our community and the planet.



From **Spain**, they contributed by doing their bit to help those who have fewer resources by **collaborating with Banco de Alimentos** and collected **more than 1,000 kilos of food**. In addition, a training day was held together with the **Adecco Foundation** for a group of people at risk of social exclusion, to provide them with opportunities to access the labor market.



In **Marruecos**, they joined the **clothing and food donation campaign** and conducted an awareness campaign on water consumption. In **Bucaramanga**, Colombia, they joined the **"Global Community Month"** campaign with various initiatives. They carried out a campaign called **Plant a life with passion**, giving each worker a plant with two objectives, the first environmental, seeking to extend environmental care beyond the workplace, and the second psychosocial, making life like the growth of the plant.



● Together for a better world

Blood donation

Donating blood is an act of solidarity that can save lives and make a big difference in emergency medical situations, surgeries or complex health treatments. At Atento, we recognize the importance of this gesture and have turned it into an **annual movement present in different countries where we operate**. Every year, we carry out internal campaigns to raise awareness among our employees about the importance of donating blood on a voluntary and regular basis, fostering a culture of voluntary blood donation, of care, empathy and commitment to society. This action reflects not only our values, but also our purpose to generate a positive impact beyond our corporate scope.



*"It has been very exciting to receive recognition along with more than 100 other companies for this Atento initiative, which contributes to the more than 117,000 blood donations made each year in the Valencian Community. We hope to continue demonstrating this great generosity of our employees for many years to come".*

**Sonia Molina**, EMEA HR Technician



2.9 OUR ECOSYSTEM

● Commitment to a Responsible Supply Chain

In 2024, Atento maintained its supplier management practices through sound policies and processes, with an emphasis on transparency, collaboration and sustainability.

"Atento will establish business relationships with suppliers that guarantee the universally recognized **fundamental Human Rights** of their employees, support the **elimination of any form of forced and child labor**, contribute to the **abolition of labor discrimination practices, and work against labor corruption, extortion and bribery**. In addition, it will create links with companies that **support a proactive approach to environmental protection and the promotion of environmentally responsible initiatives**. Atento will ensure that its suppliers comply with the principles and values of this policy, promoting business ethics and transparent management, labor practices, health and safety, the environment, quality and safety of the products and services marketed, in addition to developing responsible practices in the value chain, promoting strict respect for human and labor rights in the performance of their activities."

In this sense, suppliers must sign the Declaration of Compliance and Commitment to Social Responsibility, which includes issues such as child labor, forced labor, health and safety, discrimination, among others.

The use of an advanced and consolidated procurement platform implemented in 2014, together with Supplier Relationship Management tools, **Atento ensured supplier selection and risk mitigation with transparency and governance**, including rigorous assessments of certifications, financial stability and compliance with ethical and social standards.



PURCHASING  
POLICY

It includes a set of **ethical, sustainable and economic requirements** that suppliers must comply with, aligned with our principles and protocols.



PURCHASING  
PROCEDURE

Where we focus on adding **value to the business**, anticipating demand, identifying efficiencies, scalability and synergies with our suppliers.



SUPPLIER  
MANAGEMENT  
PROCEDURE

Ensures that suppliers comply with various requirements, including the conditions of **Social Responsibility** which regulates the relationship with suppliers.

## ● Commitment to a Responsible Supply Chain

### Standards and Commitments:

- ❑ Avoid and actively oppose the use of child labor, forced labor or any form of discriminatory practices.
- ❑ Ensure a safe and healthy work environment for all employees.
- ❑ Promote and protect the right to freedom of association.
- ❑ Ensure full compliance with environmental legislation and standards.
- ❑ Maintain a firm commitment to the fight against corruption in all its forms, including extortion and bribery, promoting principles of integrity and transparency in all contracting processes.



*"Transforming a supply chain starts with establishing responsible partnerships. At Atento, we work closely with our suppliers to ensure that every connection reflects our values: respect, legality, sustainability and ethics. The promotion of responsible practices and excellence in procurement are key strategies for mitigating risks, boosting efficiency and ensuring sustainable growth".*

**Alexandre Ferraz de Moura**

Global Procurement Director



## ● Transforming experiences into connections

At Atento, we transform customer experiences into lasting and permanent connections that drive satisfaction and loyalty. We are the connection between brands and their customers; we are their connection to the world.

With these connections we generate sustainable value for brands, shareholders and society. That is why, at Atento, technology, consulting and our knowledge and experience together with our human touch, are the key pillars of our value proposition, which makes us different to lead innovation in Customer Experience.

### BTO with a human touch

The role of outsourcing in the global economy has been changing over the years, driven by technological advances and a greater focus on customer experience. In this context, **Atento is pushing its business strategy beyond a traditional process optimization offering towards BTO - Business Transformation Outsourcing**, where AI and automation play a key role in strengthening competitiveness, driven through CX (Customer Experience) consulting.

**We are pioneers in Business Transformation Outsourcing (BTO), combining advanced technology with the human touch** to enhance the customer experience (CX) between brands and consumers globally. We develop proprietary solutions or partner with technology leaders in AI, analytics, CRM, cloud, cybersecurity and automation that complement our portfolio. As a result, our portfolio is constantly evolving, fusing the best technology with a human touch to ensure optimal business results.



*"The BTO emerges as the solution for all companies that today experience the challenge of combining their competitive advantage with economic growth, while the internal approach, will be directed to operational tasks. Our role, as BTO, is to drive the transformation of our clients' businesses, accompanying them throughout the transformation cycle, from design to operation, optimizing their relationship with consumers by bringing more intelligence and technology to each process."*

**Angelo de Almeida Guerra**

Brazil Regional Director



● **Atento and AI: transforming with innovation and excellence**

**Revolutionizing EX and CX through AI**

In 2024, **Atento launched "AI Studio"**, a proprietary Artificial Intelligence platform that elevates the customer experience and transforms the operational efficiency of companies, within an ethical, secure and private framework.

Within the Company's comprehensive ecosystem of AI solutions and capabilities, **Atento AI Studio is positioned as a fundamental piece for perfecting the CX of its clients.** The platform offers modular and scalable solutions that allow companies to

harness the power of Artificial Intelligence to improve efficiency, increase customer satisfaction and achieve greater business goals

**AI Studio has Atento's own solutions based on the capabilities of Generative AI** to provide companies with a secure environment where they can sophisticate their interactions with customers by connecting, processing and organizing data, applying layers of analysis on a corpus (set of data organized for the use of AI) from Atento based on Atento's extensive knowledge and experience in Customer Service. It also uses the best Generative AI platforms, such as those from OpenAI, Microsoft, AWS or Google, among others, in combination with Machine Learning functions in a secure and private environment. This ensures that the information is processed and used in a responsible and ethical manner, always with the objective of improving the customer experience customer and protect their privacy. **The AI Studio platform is based on 3 pillars:**



**Atento  
Inshigts**

transforms data into business intelligence, including Voice of Customer (VoC) analysis and automated Quality Assurance (QA).

**Atento  
Knowledge**

to provide real-time dynamic information to agents during live interactions, such as co-pilot tools.

**Atento  
Conversations**

that enable automated interaction with customers and employees across all channels.

● **Atento and AI: transforming with innovation and excellence**

**Atento democratizes the use of Artificial Intelligence in CX and EX**

Through its ecosystem of solutions and proprietary AI Studio platform, **Atento puts innovation at the service of the customer and the employee**. Since the implementation of its strategy based on proprietary technology, artificial intelligence and intelligent automation, Atento transforms key processes in customer service. This evolution translates into hyper-personalized experiences, more intuitive interactions and more efficient operations for close to 100 clients. Thanks to the development of the technological ecosystem, **Atento has achieved remarkable results that reflect its ability to scale innovation:**

*"At Atento, we believe that artificial intelligence not only transforms processes, but it also transforms relationships. With AI Studio and our ecosystem of solutions, we democratize access to powerful, secure and ethical technology that empowers both the customer and employee experience. Our mission is clear: to put innovation at the service of people, creating more human interactions, smarter decisions and a more connected future."*

**Alexandre Martins**  
Global Innovation, Data Analytics & AI Director



● **Advanced Insights**

With more than **125,000** hours of analyzed processes - this solution facilitates strategic decision making through advanced data analysis.

● **Knowledge Assistant**

Virtual assistants totaling **125,000** interactions with customers and employees.

● **Smart Recruiter**

Automation of the recruitment process with close to **250** defined profiles and approximately **150,000** interviews conducted, optimizing the candidate experience and accelerating the selection of talent.

● **Atento Conversations**

Generative conversational platform with over **32 million** interactions and several advanced conversational AI proof-of-concepts under development for core customers.

● **Corporate Chat**

Internal corporate chat that has handled more than **675,000** questions and answers for nearly **8,000** users, improving productivity and employee experience.

● **Dynamic Automation Platform**

Platform with **5,500** active users so far, facilitating the intelligent automation of repetitive tasks and business processes.

● **Qualistore**

Real-time quality tool with more than **25,000** users, focused on the continuous improvement of CX processes.

● **Integrated Login**

Intelligent authentication solution implemented to several clients and thousands of users, which strengthens security and access experience in digital environments.

●

Atento and AI: transforming with innovation and excellence

Redefining the Customer Experience Lifecycle Through AI

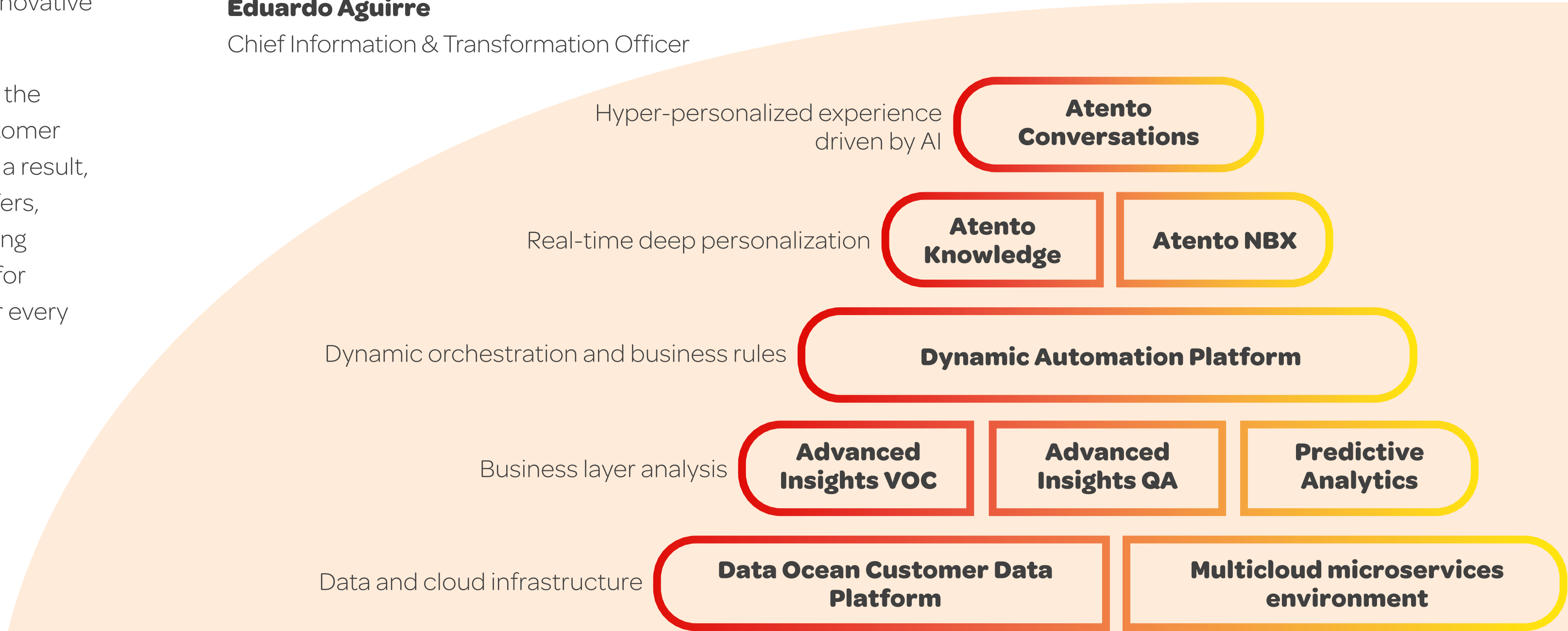
At Atento, we understand that the Customer Experience lifecycle is a continuous process that can be significantly optimized through artificial intelligence (AI) and advanced analytics tools, achieving to analyze the interactions at all points of contact with a brand, understanding their profile, predicting behaviors and anticipating their present and future needs. **Our vision is focused on creating more effective and personalized interactions,** using innovative tools that improve each stage of this cycle.

In that sense, **Atento's flexible CX/DX solutions** reshape the way consumers communicate with their brands, driving customer engagement, operational efficiency and business results. As a result, this enables the creation of highly engaging, personalized offers, building longer-lasting relationships with customers, increasing consumer engagement, resulting in higher conversion rates for businesses and creating personalized customer journeys for every need.

*"At Atento, we are redefining the customer relationship, integrating Artificial Intelligence with our innovative solutions to create engaging and humanized experiences, including implementing them in internal human resources processes, with the aim of simplifying workflows and making processes even more effective."*



**Eduardo Aguirre**  
Chief Information & Transformation Officer



## ● **Atento and AI: transforming with innovation and excellence**

### **Redefining the customer experience lifecycle through AI**

The EX solution powered by Atento transforms the employee experience by personalizing development opportunities, automating workflows, improving engagement and fostering a supportive work environment.

By introducing generative **AI and machine learning**, it has allowed us to make continuous improvements in our internal processes, helping to reduce voluntary agent turnover, reduce the learning curve or find the perfect candidate in the selection process.

#### ● **Recruiting & Onboarding**

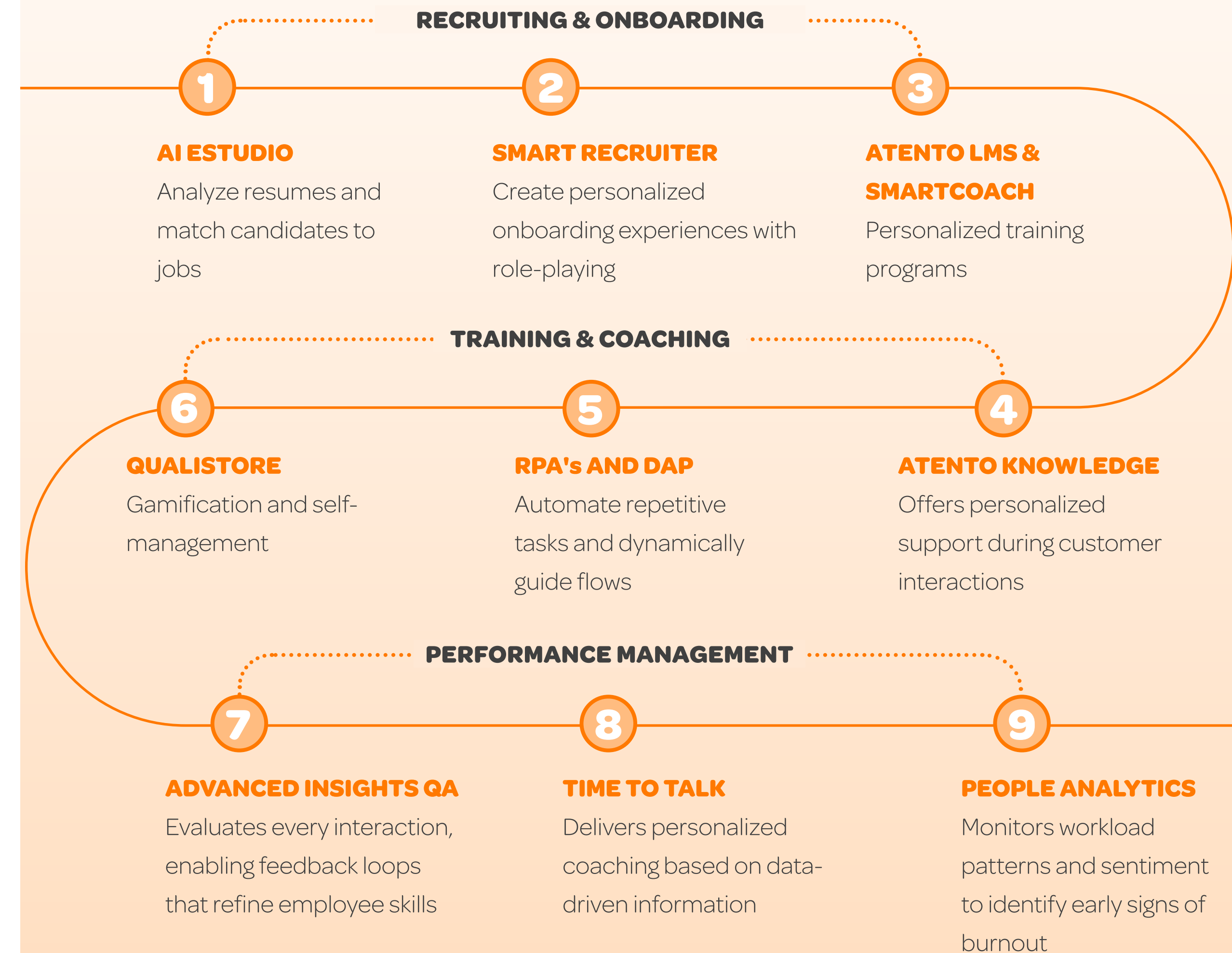
Uses in-depth skills analysis to identify profiles that align with client needs. AI simulations allow candidates to experience real work situations and demonstrate their skills.

#### ● **Training & Coaching**

It employs personalized avatars tailored to each client's brand identity that together with virtual reality offers an immersive learning experience. AI improves the learning curve and reduces training time.

#### ● **Performance Management**

Through People Analytics and machine learning models, the probability of voluntary employee turnover is predicted, allowing the implementation of preventive and structured actions to reduce turnover.



## ● CX Consulting: a strategic pillar to elevate the value proposition

Atento combines its experience in business process outsourcing with a consultative approach, helping companies to transform their customer service models through strategies based on **customer journey mapping, intelligent automation and predictive analytics**, among others.

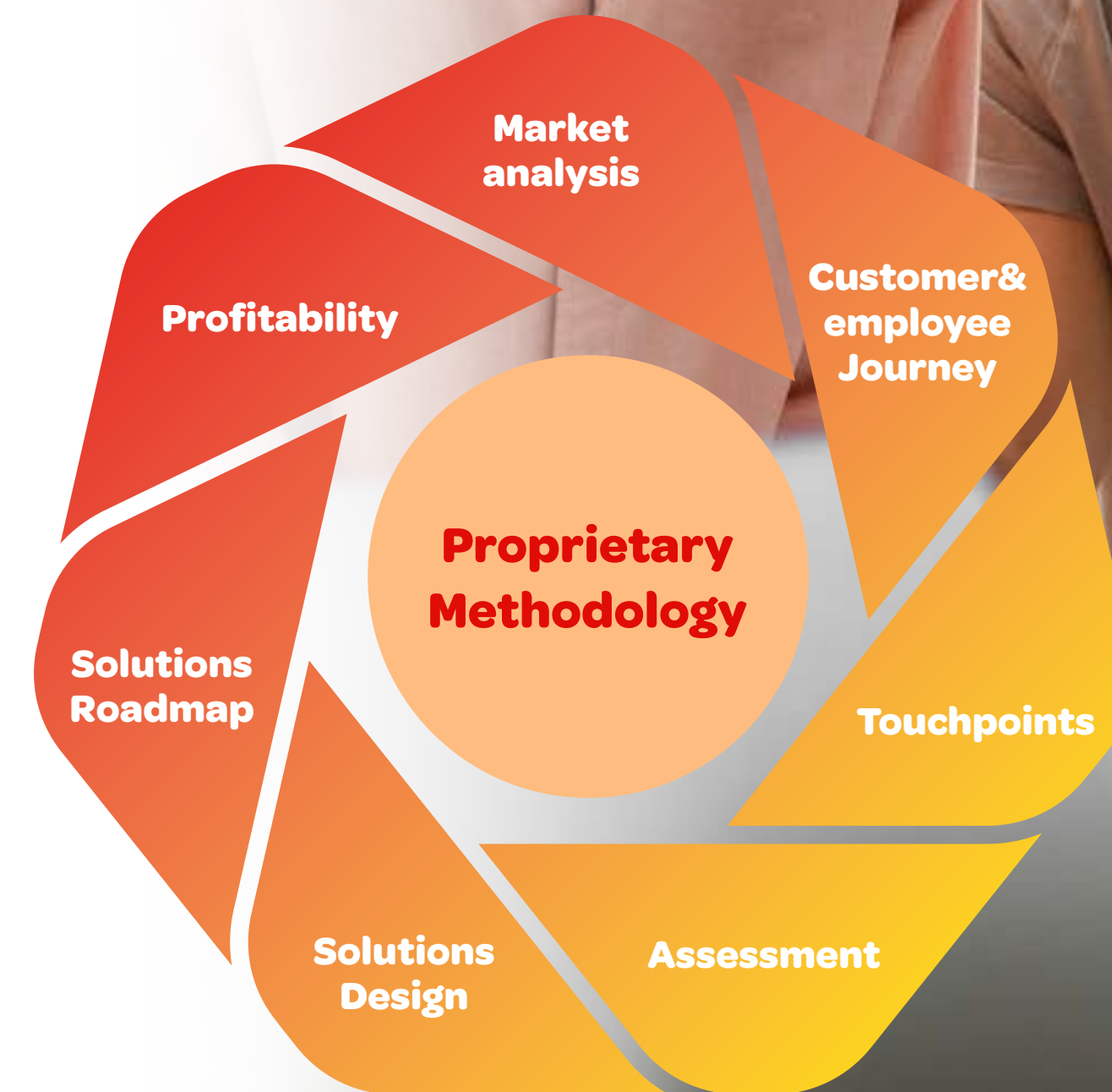
This approach marked by technological innovation allows us to design hyper-personalized experiences, optimize processes and improve decision-making based on strategic insights. The goal is to provide customized solutions that improve the operational efficiency and business results of its customers.

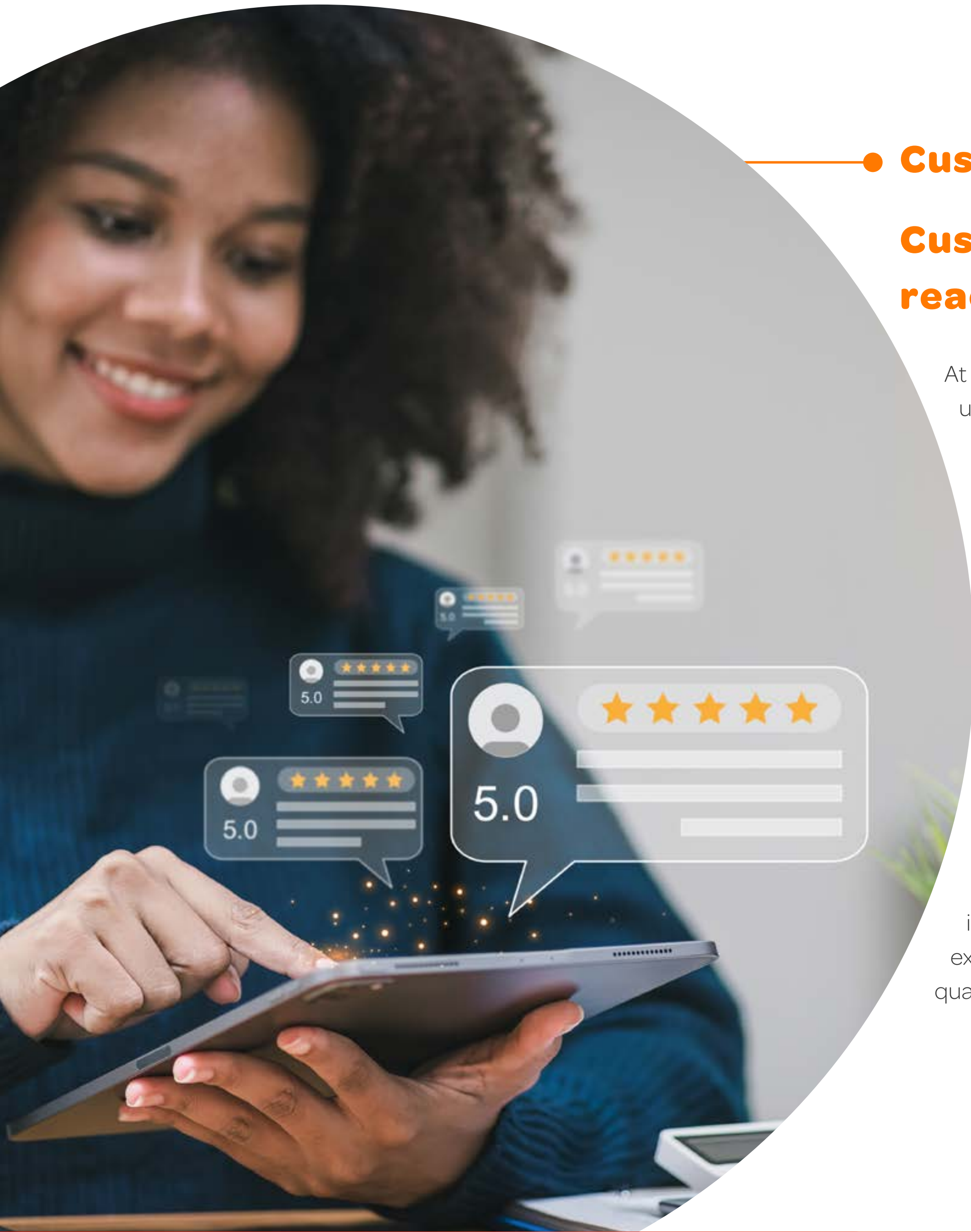
Our consulting area integrates in-depth market analysis and assessment of the CX ecosystem in collaboration with strategic partners, allowing you to create customized solutions that not only design a customer-specific transformation roadmap, but also drive sustainable strategies capable of ensuring your long-term growth and business return performance.

*"At Atento, we are committed to our employees and end customers. The company's consulting area, which offers the best balance between talent and technology, has the additional objective of identifying internal talent and developing it to align it with the new technological environment. The reskilling of our staff, through AI solutions, is a key piece that allows us to build this strong value proposition on our existing know-how, combining it with the best technological capabilities. In this way we create an ecosystem where our employees and our customers win".*

**Mónica Rey Amado**

EMEA Regional & GA Multilingual Director





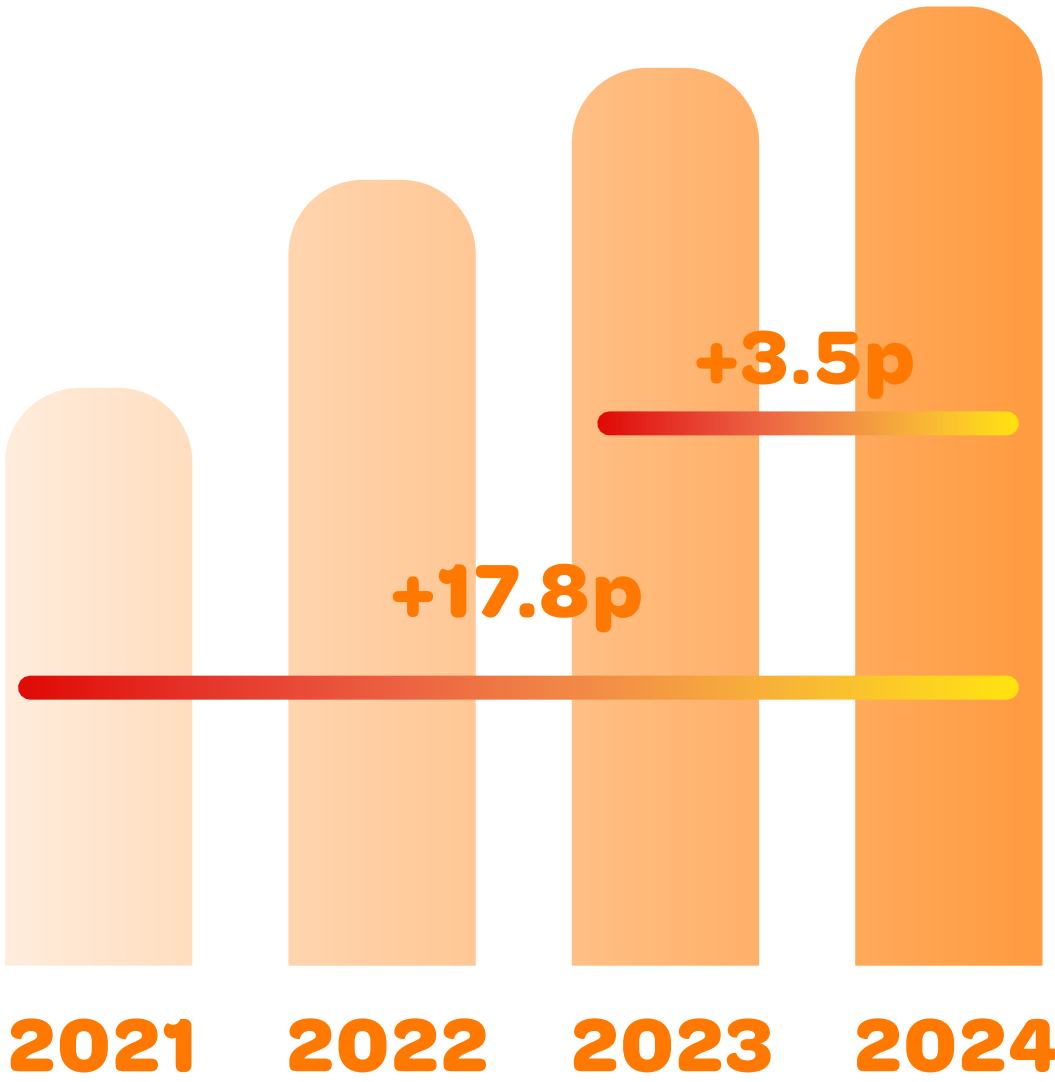
● **Customers**

**Customer satisfaction: NPS reaches a new record**

At Atento, client satisfaction is a top priority. We are dedicated to understanding the needs and expectations of our customers to provide them with exceptional service. We implement various feedback strategies that allow us to measure their level of satisfaction on an ongoing basis and adjust our processes.

Our team is committed to service excellence, which translates into personalized attention and effective solutions. In addition, **we foster a customer-centric culture, where every employee plays a key role in creating positive experiences.** We believe that customer satisfaction is not only an indicator of our success, but also a driver for growth and constant improvement.

In recent years, **Atento's Net Promoter Score (NPS) has experienced exceptional and steady growth.** This growth demonstrates the positive impact of Atento's initiatives to improve the customer experience and its focus on operational excellence and innovation. The company is committed to providing quality service at all stages of the customer journey..



## ENVIRONMENT

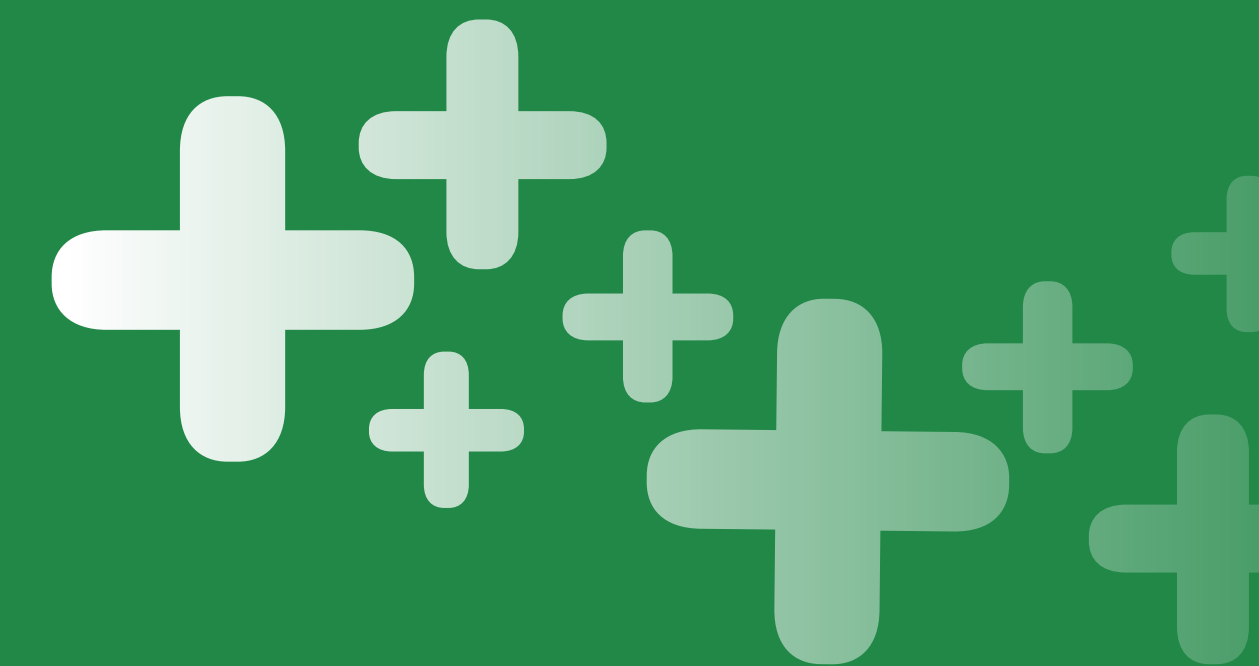
# 03

● OUR COMMITMENT  
TO THE PLANET

● NEUTRALITY: REDUCING  
OUR EMISSIONS

● WHAT HAVE WE  
DONE TO ADDRESS  
CLIMATE CHANGE?

● OUR ENVIRONMENTAL  
CERTIFICATIONS



# 3.1 OUR COMMITMENT TO THE PLANET

At Atento we reaffirm our commitment to climate action through a comprehensive strategy focused on the decarbonization of our operations and efficient resource management. Our approach combines the systematic measurement of emissions in accordance with international standards (GHG Protocol), transparency in the communication of results and the implementation of initiatives aimed at reducing the environmental impact of our activities.

During 2024, we continued to make progress toward our goal of achieving climate neutrality. As a sign of this commitment, we have improved our **Carbon Disclosure Project (CDP) rating from a C to a B**, which evidences the strengthening of our reporting practices, as well as greater maturity in climate management.

*"We believe that true progress occurs when growth and development go hand in hand with care for the planet. At Atento, we are committed to integrate sustainability into every decision, every process and every action. Because protecting the environment is not just a responsibility, it is an opportunity to lead with purpose and build together a more sustainable, balanced and just future for the next generations. And fairer future for the next generations."*

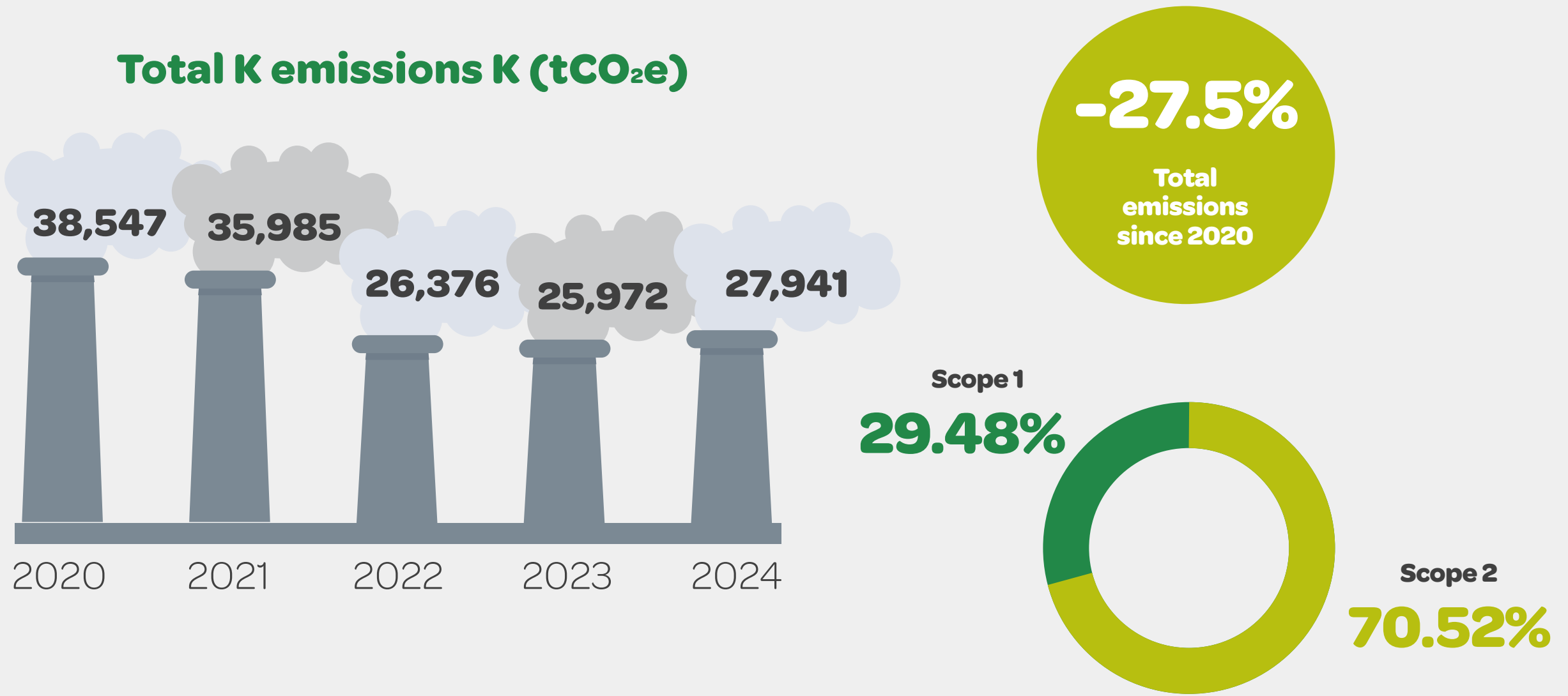
**André Bresciani**  
Global Infrastructure Director



## Cumulative emission reductions

Since 2020, we have achieved a **cumulative reduction of 27.5%** in our total greenhouse gas emissions, which stood at 27,941 tCO<sub>2</sub> e in 2024. This progress has been possible thanks to the consolidation of energy efficiency measures, the redesign of operating processes to reduce unnecessary consumption and the increasing use of more sustainable energies.

Our commitment not only responds to an ethical conviction, but also to our responsibility as a global player in the transition to a low-carbon economy.



# 3.2 ENVIRONMENTAL NEUTRALITY: REDUCING OUR EMISSIONS

## SCOPE 1

As part of our commitment to sustainability and climate change mitigation, we continue to make progress in managing and reducing our direct emissions (Scope 1). Through technological improvements, more accurate monitoring and responsible practices, we have made significant progress in reducing and managing our emissions.

### Responsible management of refrigerants and fire extinguishers

Both gas recharging and final disposal of containers are carried out exclusively through **suppliers certified by the local environmental authorities**, ensuring proper and environmentally friendly management.



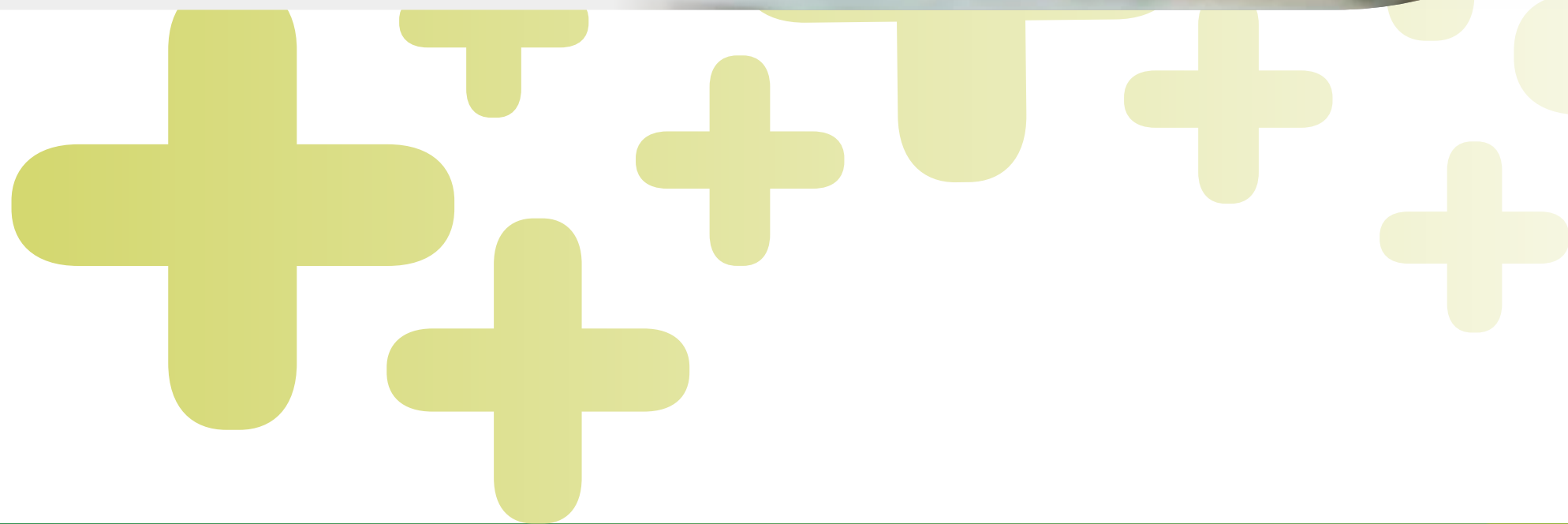
### Fluorinated gases

Emissions associated with **fluorinated gases were reduced by 42%** compared to 2020. Year after year, we have strengthened our efforts to generate **greater precision in our measurement systems**, as well as to the investments made in **new air conditioning systems at several sites**. These improvements will allow, in the future, to **reduce leakage** and optimize the environmental performance of the facilities.



### Fossil fuels (fleets and generators)

Although fossil fuel emissions increased by 13% compared to 2020, this is justified by natural events that have forced us to put contingency equipment into operation in order to maintain the proper functioning of our **services in compliance with temperature regulation laws in these environments**.



## SCOPE 2

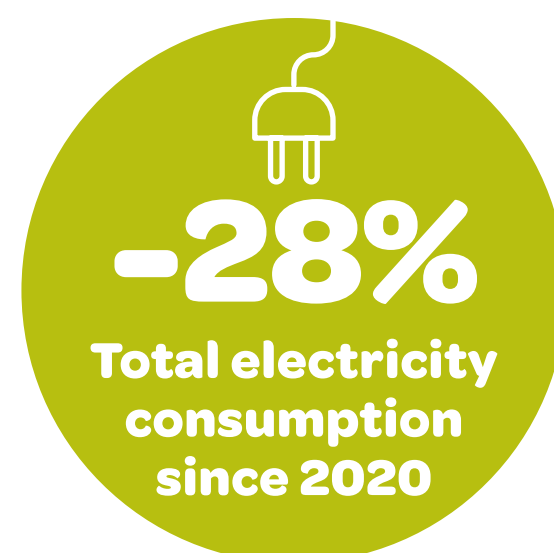
Since 2020, Atento has implemented a comprehensive energy efficiency plan that has led to **a 28% reduction in total electricity consumption and a 20% reduction in associated emissions**. In 2024, Atento had a consumption of **93,155,078 kWh**, representing a **9.8% reduction in electricity consumption compared to the previous year**, and, in relation to the **Carbon Footprint, the emissions in 2024 were 19,705 tons of CO<sub>2</sub> eq**, considering a reduction of 3.2% with respect to the previous year.

### Progress in clean energy

The share of renewable energy in the electricity consumption mix continues to increase. In 2024, the proportion of renewable energy used **increased by 3% compared to 2023**, reflecting Atento's global commitment to a more sustainable energy mix.

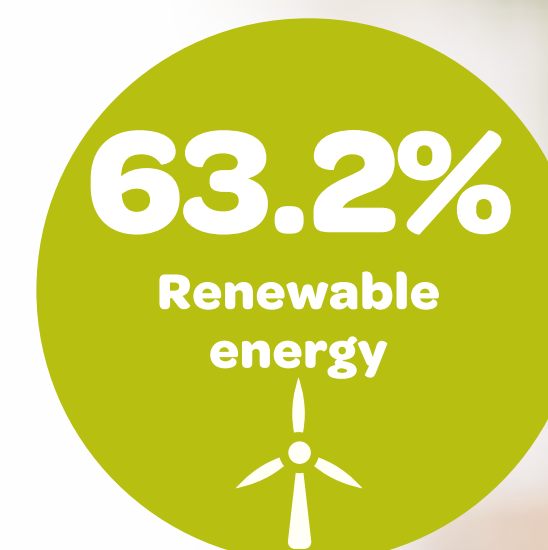
### Key initiatives implemented

- Progressive replacement of luminaires with **LED technology**
- **Renewal of air conditioning and ventilation systems**, prioritizing energy-efficient models
- Installation of **presence sensors** and **automatic equipment shutdown systems**
- **Optimization of operating spaces** and internal **awareness** campaigns **on responsible energy use**.

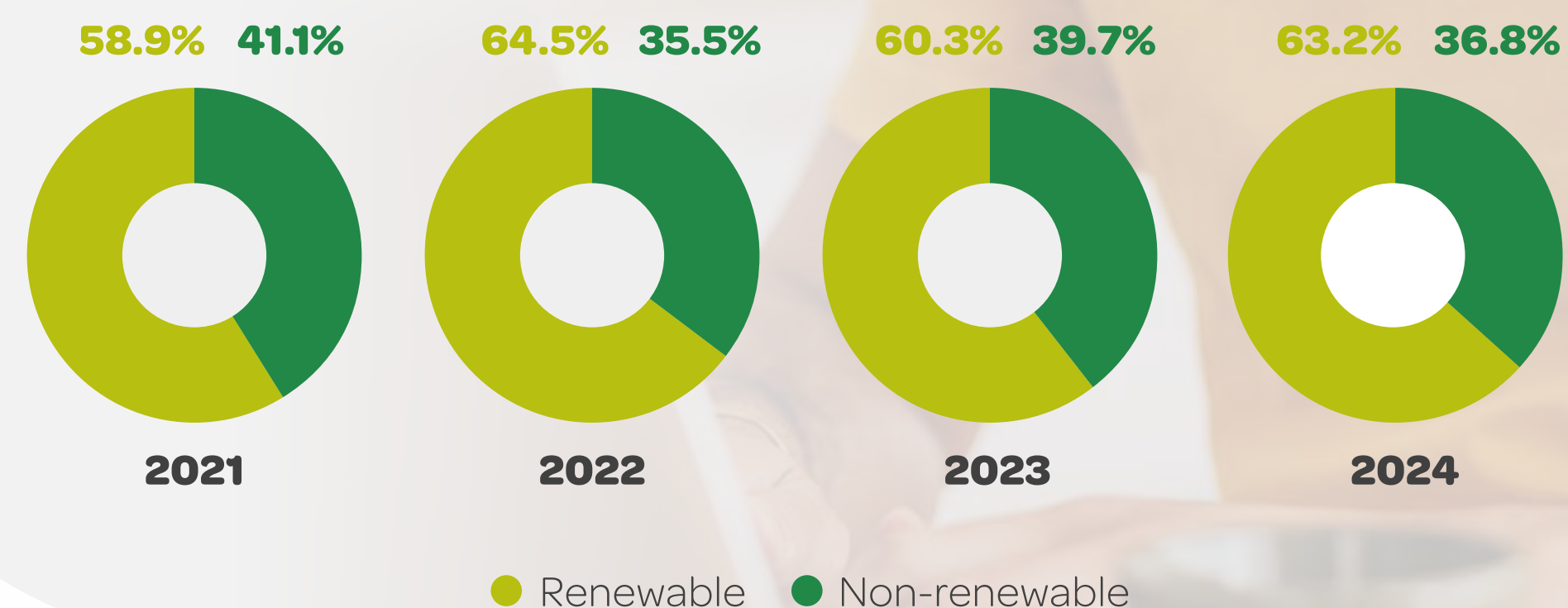


### Success story: Brazil

In Brazil, we achieved outstanding levels of energy efficiency thanks to the **optimization of spaces** through the Telework model (WAHA) and the widespread use of **efficient technologies**, consolidating a model that can be replicated in other geographies.



#### % of renewable energy used (Kwh)



## ● Distribution by scope

The exhaustive measurement of our carbon footprint allows us to better understand the impact of our operations and more precisely target our emission reduction strategies. At Atento follows a methodology based on the GHG Protocol to calculate our direct emissions (Scope 1) and indirect emissions from energy consumption (Scope 2).

- **Scope 1** includes all direct emissions from the consumption of fossil fuels and fluorinated gases used in heating and cooling systems, as well as contingency generators. **Also includes emissions from Atento's fleet of company vehicles.**
- **Scope 2** includes all indirect emissions derived from the generation of electricity and/or steam generated by third parties.

Analysis by scope reveals that our emissions continue to be concentrated mainly in Scope 2. In 2024, this scope accounted for **70.5% of total emissions, compared to 29.5%** for Scope 1.

We note that **direct emissions have decreased by 40.6% since 2020**, while **indirect emissions have decreased by 20.1%** over the same period.

## Evolution of the footprint per employee

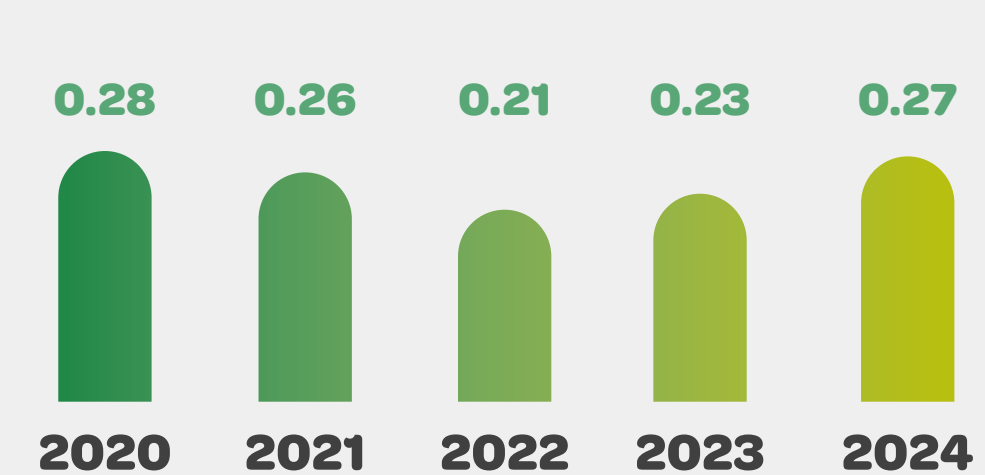
With the evolution of our automation processes, and consequently the reduction of our workforce, in 2024 the carbon footprint per employee\* stood at **0.27 tCO<sub>2</sub>e/person**, a slight increase over the previous year (0.23 tCO<sub>2</sub>e/person). Despite this slight upturn, the figure remains below pre-pandemic levels, reflecting an operational recovery with a focus on efficiency.



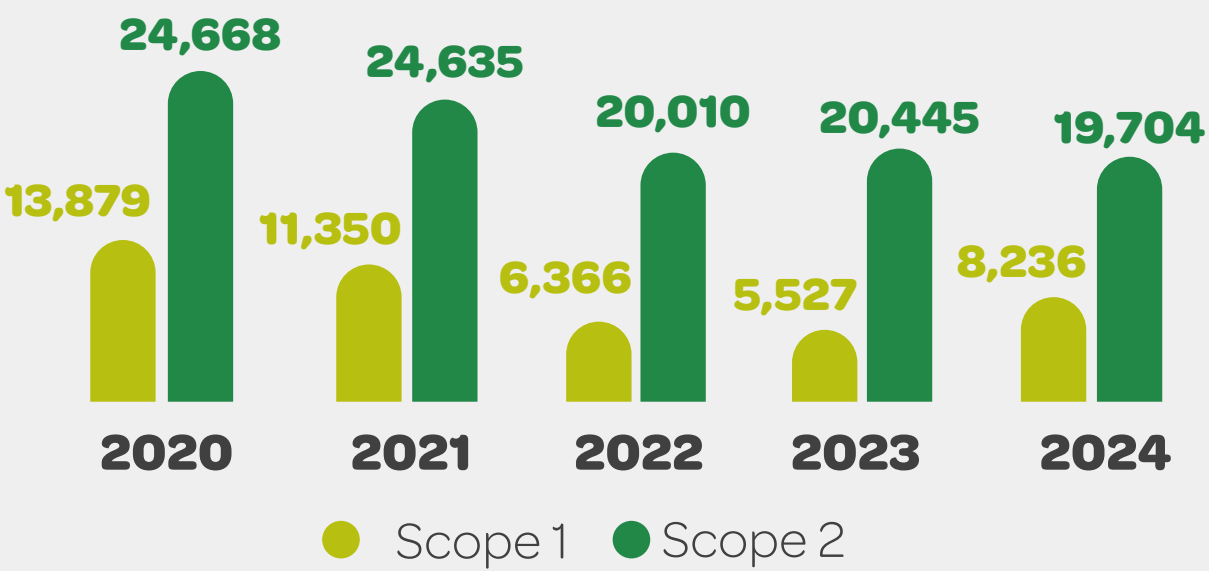
## Future outlook

With a **cumulative reduction of 27.5% in total emissions** since 2020, we remain on a steady path towards our climate targets. In 2025, we will intensify energy efficiency measures, expand the use of clean energies in our facilities, perform accurate maintenance on climate and contingency equipment, and strengthen internal monitoring of environmental indicators to ensure continuous improvement.

Carbon footprint per employee



tCO<sub>2</sub>e Emissions per Scope



\* The calculation of the carbon footprint per employee has been adjusted based on the average annual headcount. Consequently, previously reported values have been updated to align with this new calculation methodology.

# SCOPE 3 – CARBON FOOTPRINT PER EMPLOYEE

## Employee Commuting

In line with our mission of continuous improvement in reducing our footprint and to obtain a more accurate picture of the carbon footprint emitted by our employees' travel\*, we have significantly increased the number of surveys distributed, enabling us to reach a participation rate equivalent to 41.4% of the company's total headcount (compared to 32.4% the previous year). Giving results that are more accurate and representative of reality.

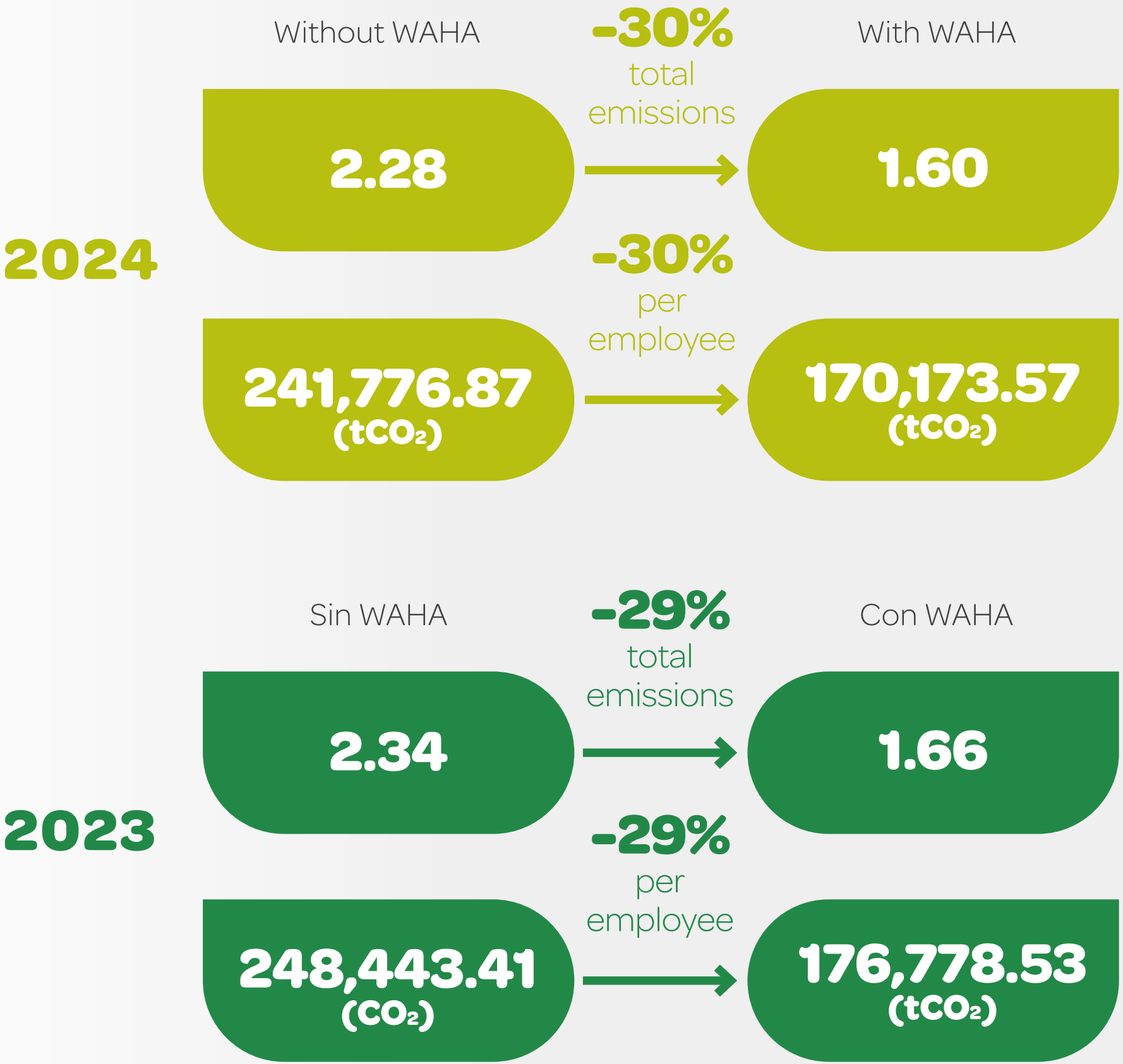
Atento actively promotes the **WAHA** (Work At Home Agent) model whenever operations and services allow it, thus promoting a more flexible work-life balance for its employees. In addition to its benefits in terms of well-being, this model contributes significantly to sustainability, **minimizing emissions associated with commuting and reducing the use of resources at headquarters.**

As a result, the carbon footprint derived from employee transfers in 2024 was estimated at 170,173.57 t CO<sub>2</sub> eq,\*\* **representing a 30% reduction compared to a strictly face-to-face model.**

\*Data were collected from a survey with a sample size of 36,663 employees (41.4% of the total population). All emissions results were inferred to the 2024 survey recipient population of 88,476 employees (see Annex 1 for complete survey methodology).

\*\*The calculation of the footprint with telecommuting (WAHA) was calculated using the commuting footprint for the days on which employees came to the office (survey data). The calculation of the footprint without telecommuting was performed considering the total number of working days of employees at each site.

## Carbon footprint of commuting per employee



## SCOPE 3 - TRAVEL

In line with our commitment to advance in the measurement and integral management of our carbon footprint, in 2024 Atento has incorporated the calculation of emissions associated with business travel\*, a key dimension to strengthen our climate strategy.

During 2024, emissions from business travel totaled **924.03 tCO<sub>2</sub>**, which represents a relatively low impact in the context of Atento's total carbon footprint. This figure reflects the operational profile of our company, where physical travel has been greatly optimized using digital communication and collaboration tools.

The largest contribution comes from **air travel**, which accounts for 86% of total travel emissions. This is especially true of international flights, which is consistent with Atento's broad geographic presence, with operations spread across multiple countries and regions.

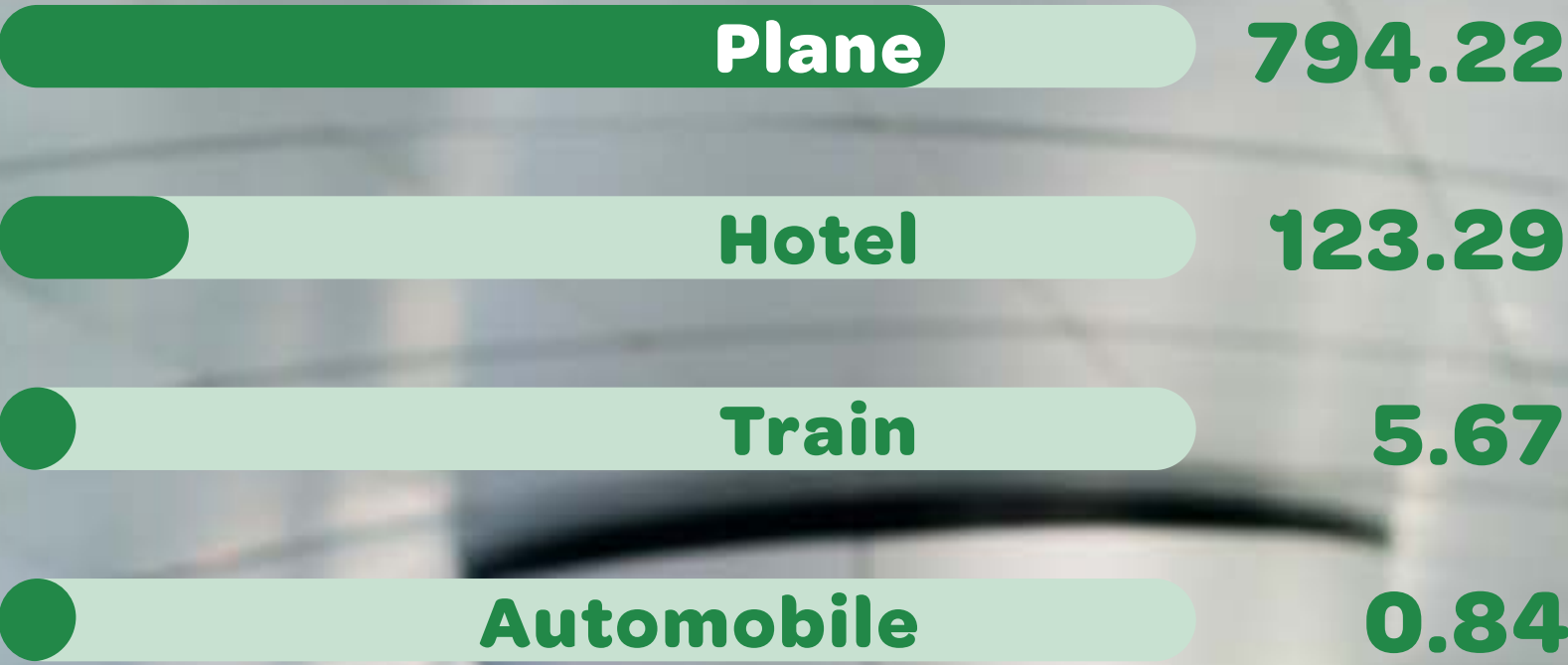
In contrast, **automobile and train travel** represented a negligible impact, together accounting for **less than 1%** of total travel emissions, reaffirming our low level of reliance on ground transportation for operational functions.

*\*The calculation has been made according to the methods indicated in category 6 of the Greenhouse Gas Protocol (GHG Protocol).*

*\*\*Only car rentals for travel are considered.*

### Emissions from business travel

Ton CO<sub>2</sub>



**924.03**  
**tCO<sub>2</sub>**

## Responsible use of our resources

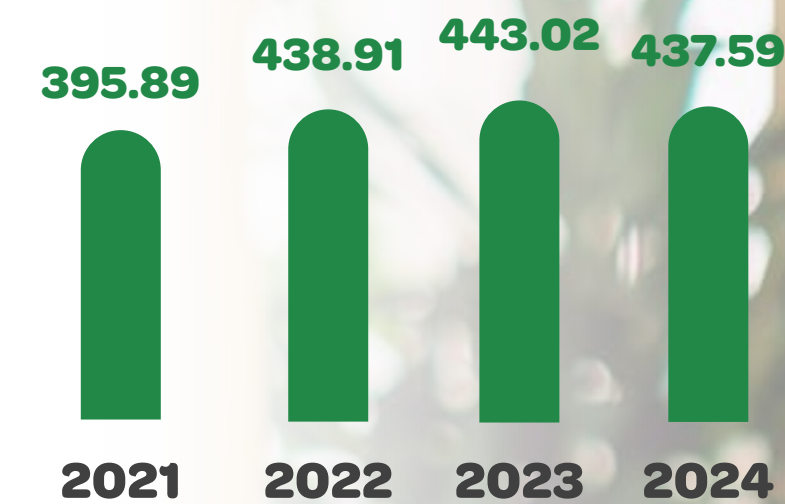
### Water management

In 2024, Atento reduced its water consumption by **1.2% compared to 2023** and by **12.7% compared to 2020**, consolidating a trend of sustained improvement. These advances are the result of the incorporation of **water efficiency technologies** such as **automatic faucets, toilet sensors, and push-button mechanisms**, together with initiatives such as **rainwater collection** and **awareness campaigns** on the responsible use of the resource.

### Paper consumption

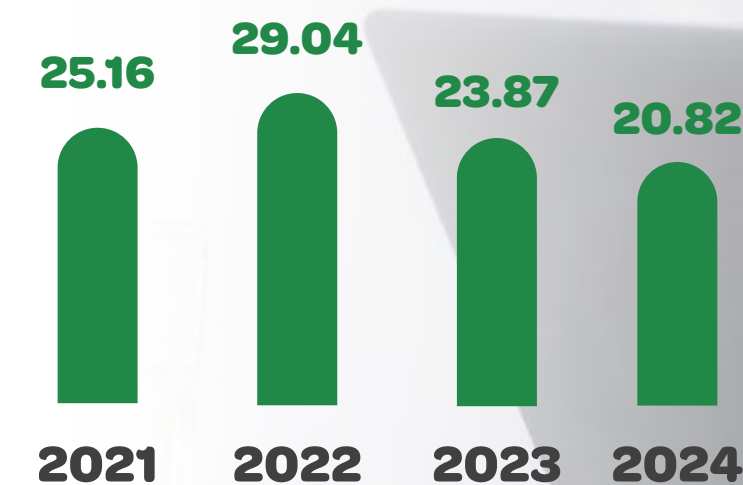
Paper usage experienced a **12.8% reduction over the previous year**, reaching a cumulative decrease of **60% since 2020**. This improvement has been achieved through automation and digitalization of operational processes and **personalized print control**. **Additionally, the use of biodegradable toilet paper has been promoted**, in line with the transition to a more sustainable and digital office.

#### Water Consumption (m³)



**-12.7%**  
Consumption  
since 2020

#### Paper Consumption (t)



**-60%**  
Consumption  
from 2020

### Waste management

During 2024, the **accuracy in the measurement of non-hazardous waste** was significantly improved, which is reflected in a measurement of 3,676 tons, an increase of 47.9% in the volume recorded. **This improvement does not imply a real increase in generation**, but rather a refinement in the control systems. In parallel, **responsible collection and separation** practices were reinforced at the headquarters, as well as the reuse of assets such as furniture and technological equipment, sale of equipment providing the circular economy and **sustainable purchasing**.

All waste generated is managed by **certified suppliers** and disposed of in accordance with **current national regulations**, ensuring environmentally responsible treatment. Atento also promotes **waste donation campaigns** every year, such as those carried out in 2024 in Argentina and Colombia.

### 3.3 WHAT HAVE WE DONE TO ADDRESS CLIMATE CHANGE?

Atento maintains a firm and cross-cutting commitment to environmental protection, integrating sustainability as a strategic pillar in all its operations at a global level. Our environmental policy is aimed at minimizing our environmental footprint and promoting the responsible use of natural resources, in line with the Sustainable Development Goals.

**To this end, in recent years we have implemented concrete measures to address climate change.**



**ENERGY EFFICIENCY**

Efficient technological equipment, sensors, LED lights and automatic PC shutdown to reduce.



**EFFICIENT AIR CONDITIONING**

More energy efficient equipment, on-demand activation and maintenance to avoid leaks.



**CIRCULAR ECONOMY**

Initiatives for the sale and reuse of assets.



**WATER SAVING**

Timed taps, volume reducers and control in cooling towers.



**RECYCLING AND WASTE**

Recycling stations and responsible separation of materials.



**PAPER REDUCTION**

Control of printing and digitalization of processes.



**REFORESTATION AND CLEANUP**

Initiatives in natural areas: cleaning and tree planting.



**INTERNAL AWARENESS**

Ongoing environmental awareness campaigns for employees.



**SUSTAINABLE MOBILITY**

Travel reductions, use of public transportation, bicycles and *carpooling*.

With the aim of contributing to the environment, Atento partners with local organizations, foundations, and non-profit civil associations to ensure that donations reach those who truly need them, thereby expanding the impact of our actions. Some of the initiatives implemented as proof of this include:

**ATENTO**  
DIFFERENCE

**¡Seguimos trabajando por el medio ambiente!**

**Realizamos la donación de más de 18571.0 kilos de residuos aprovechables, eléctricos y electrónicos (RAEE).**

**¡Seguiremos haciendo la diferencia para generar un gran impacto en nuestra comunidad!**



**ATENTO**





**FUNDACIÓN SANAR NIÑOS CON CÁNCER**  
**NIT. 860.532.803-6**

**CERTIFICA QUE:**

El día **26 DE JULIO 2024** se recibió de la empresa **ATENTO COLOMBIA SA.** identificada con número **NIT 830065842** un total de **1699 Kg** de material en calidad de donación para nuestro programa de reciclaje así:

| MATERIALES      | CANTIDAD (Kg) | EMPRESA QUE REALIZA LA DISPOSICIÓN | USO                                                                              |
|-----------------|---------------|------------------------------------|----------------------------------------------------------------------------------|
| ARCHIVO         | 9.0           | RECICLAMAS                         | ELABORACIÓN DE PAPEL DE ASE (BORVILLETAS, PAPEL DE COCINA, ETC)                  |
| PLÁSTICO        | 9.0           | RECICLAMAS                         | PROCESO DE PELETTIZADO PARA UTILIZACIÓN COMO MATERIA PRIMA DE NUESTROS PRODUCTOS |
| CARTÓN          | 133.0         | RECICLAMAS                         | PROCESO DE RECICLAJE DE CARTONES Y BÉLGACZA                                      |
| TAPAS PLÁSTICAS | 18.0          | COMERCIALIZADORA NINCOPLAST        | PROCESO DE PELETTIZADO PARA UTILIZACIÓN COMO MATERIA PRIMA DE NUESTROS PRODUCTOS |

Este aporte es destinado a desarrollar nuestros programas de Promoción de la sobrevivencia, Apoyo Psicológico y Apoyo Social, los cuales benefician a niños, niñas y adolescentes con cáncer.

SANAR es auditado por la firma **BDO Audit S.A.**  
 Para constancia se firma en Bogotá a los 26 días del mes de julio de 2024

A large stack of electronic equipment, including multiple server units, several printers, and other office machines, piled together in a room. The stack is composed of numerous silver and black server racks, several large white and black printers, and other miscellaneous electronic devices. The equipment is piled haphazardly, with some units stacked on top of others, creating a tall, cluttered structure. The background shows a plain white wall and a portion of a wooden door or panel on the left.

**“ We reuse with sense, we donate with heart, for a cleaner planet and a fairer society. ”**

Partnership with the NGO "**Heróis dos Lacs**" to **collect the "easy openers" of aluminum cans in Brazil**, and turn them into wheelchairs, which will be **donated to low-income families.**



## Environmental Action: Reforestation / environmental care

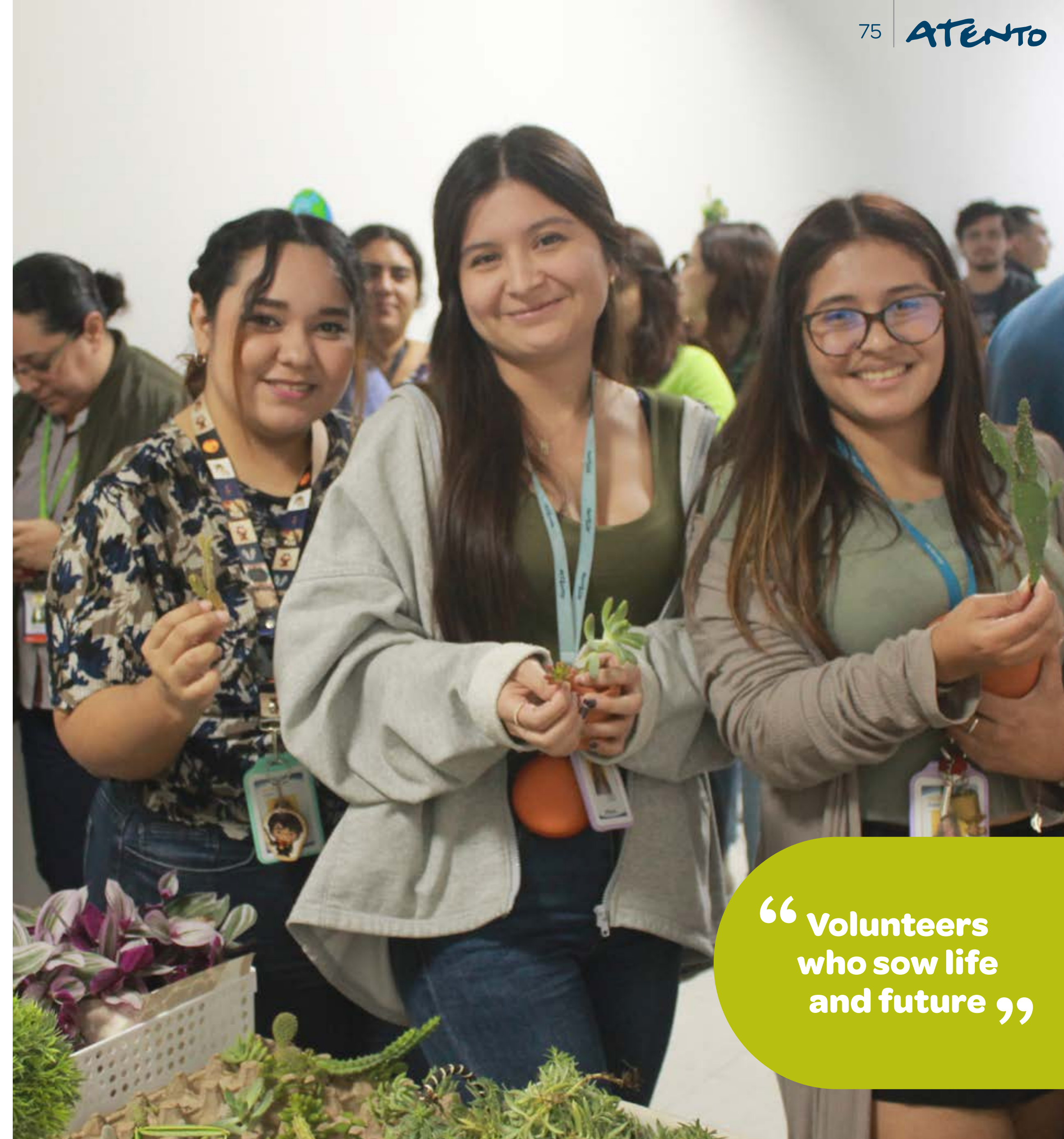
Through reforestation programs, we seek to contribute to the restoration of the ecosystem, the improvement of air quality and the creation of habitats for local fauna. Our Reforestation campaigns involve our associates, their families and communities, fostering a sense of shared responsibility toward the environment. We organize tree planting days in areas that have been affected by natural disasters, promoting the importance of biodiversity and ecological balance.

**Each tree planted represents our commitment to a greener and healthier future.**



Through these actions, we are not only helping to combat climate change, but we are also raising awareness of the need to preserve our natural resources for future generations. At Atento, we believe that every little effort counts and that, together, we can make a difference in the fight for a more sustainable planet.

**+2,000 plants and trees** were planted by our employees in Central America and the U.S. during the environmental awareness days, while a tree planting day was organized at the site in Puerto Rico.



“Volunteers who sow life and future”

“A small change  
in you, a big change  
on the planet”

## • Environmental Action: Reforestation / environmental care

**Sowing Forests in Brazil** and in partnership with **Sesc Interlagos**, a conference on urban forestation and climate change was held, followed by a volunteer activity with family employees, who sowed seeds of "jatobás e ipês amarelos", for the 9th consecutive year.

35 volunteers joined the organization **"Súmate Guatemala"** and the municipality of Jocotenango in **a cleanup of the banks and surroundings of the Guacalate River.**



## • Awareness campaigns

We conduct multiple environmental awareness campaigns, promoting the idea that "small changes in daily habits can have a big impact on resource conservation".

These initiatives are implemented through internal communications with practical tips to encourage responsible energy and water consumption, thus contributing to generate environmental awareness in our communities. We also encourage employees to use sustainable means of transportation, such as cycling, walking and public transportation.

# 3.4 OUR ENVIRONMENTAL CERTIFICATIONS



Brazil, Colombia, Peru, Mexico, and Puerto Rico

**ISO 26000**



Peru

**ISO 14001**

**Yanapay 2025 Award (Gold)**

ISO / Aniquem 



Mexico

**Environmental Certification**

IMT (Mexican Telemarketing Institute)



Brazil

**NBR 160001**

ABTN 



Colombia

**Leed Silver Certification (Building Element)  
ACERCAR SMA Certification**

US. Green Building Council / Mayor's Office of Bogotá



Spain

**Renewable Energy Certificate  
(Valencia Mediterráneo Building)**

**Leed Silver Certification  
(Valencia Mediterráneo Building and Illustration)**

Generalitat Valenciana / US. Green Building Council



# GOVERNANCE

## 04

### ● HOW WE GOVERN?

1. Governance model and organizational structure
2. Key roles in ESG, strategy oversight
3. Governance with commitment
4. Diversity governance

### ● ETHICAL GOVERNANCE

1. Business ethics
2. Integrity and anti-corruption policies
3. Risk management

### ● DIGITAL ETHICS

1. Data protection
2. Cybersecurity
3. Responsible use of AI



## 4.1 HOW WE GOVERN

### 4.1.1 Governance Model and Organizational Structure

Governance at Atento is based on the principles of **transparency, ethics and accountability**, ensuring that our corporate practices are aligned with the highest standards. This approach is essential to protect and create value for our stakeholders – including employees, customers, suppliers and shareholders – and promote a positive impact on society and the environment.

We have a robust **corporate governance model, overseen by a Board** that provides strategic direction and ensures compliance with our commitments to ethical conduct, human rights and sustainability. By integrating these principles into our corporate strategy, Atento has positioned itself as a responsible benchmark within the sector.

#### Composition and duties of the Board

Atento's highest governing body is its **Board of Directors**, whose members are elected by the shareholders by a simple majority of the voting rights, in accordance with the provisions of the constitutive documents, the Shareholders' Agreement and applicable law.

The Board is responsible for overseeing and guiding Atento's management team to achieve the company's strategic objectives, ensuring a balanced between business success and social responsibility. Its functions include oversight of global strategy, financial reporting programs, ethics and regulatory compliance. The day-to-day operational management of the company is delegated to the management team, led by Atento's CEO.



Dimitrius Oliveira  
CEO



Mark Adrian Nelson-Smith  
Chairman / Director



Anil Bhalla  
Director



Timothy CharlesWilliam Gravely  
Director



John Chapman  
Director



Nicolas Charbonnet  
Director



Isabel López-Neira  
Secretary of the Board



## ● Management Committee

Atento's Management Committee is made up of 11 members, 9 men (82%) and 2 women (18%), of different nationalities, with an average age of 53. Its objective is to **guarantee the execution of corporate strategy and the long-term development of the company**, ensuring compliance with established policies and procedures.

Atento has a structure of specialized committees that complement the work of the Board of Directors and the Management Committee. These collegiate bodies manage key areas of the company and reinforce the fundamental values of the organization: ethics, transparency and good governance. These include the Compensation and Sustainability Committee, the Audit Committee and the Compliance Committee.



**Dimitrius Oliveira**  
CEO



**Álvaro Badiola**  
Chief Financial Officer



**Thiago Zanon**  
Chief People Officer



**Eduardo Aguirre**  
Chief Information Officer



**Pablo Sánchez**  
Chief Marketing Officer/ESG Director



**Angelo Guerra**  
Brazil Regional Director



**Josh Ashby**  
US&NS Regional & CDO



**Mónica Rey**  
EMEA Regional & GA Multilingual Director



**Elia Santillán**  
Mexico Regional Director



**Francisco Grillo**  
Peru Country Director



**Miguel J. López Estrada**  
Colombia & South Cone Country Director

## ● Compliance Committee

The supervision and oversight of compliance in all Atento group companies is carried out through Compliance Committees. Each group company is assigned to a compliance committee, which may cover one or more countries and, in turn, reports to the Global Compliance Committee. The latter supervises the activity of the local committees and acts as a consulting body and director of the compliance function at the global level.

The Compliance Committees are collegiate, internal and permanent bodies, whose purpose is to **foster an ethical culture throughout the organization and ensure compliance with internal and external regulations**, as stipulated in the Compliance Policy. Among their key functions are the oversight of ethics and compliance programs, and the supervision of policies, standards and controls to prevent unlawful conduct.

Atento's compliance function is governed by a common regulatory framework, the core of which is the **Code of Ethics** (see section 4.2.1), which acts as a guiding document for all compliance activities. This framework is not limited to ensuring regulatory compliance but establishes rules and principles that inspire and regulate the organization, defining and developing the values by which Atento is governed. It also determines the general guidelines and the actors that make up the compliance function and their interrelationship, with special emphasis on the committees.

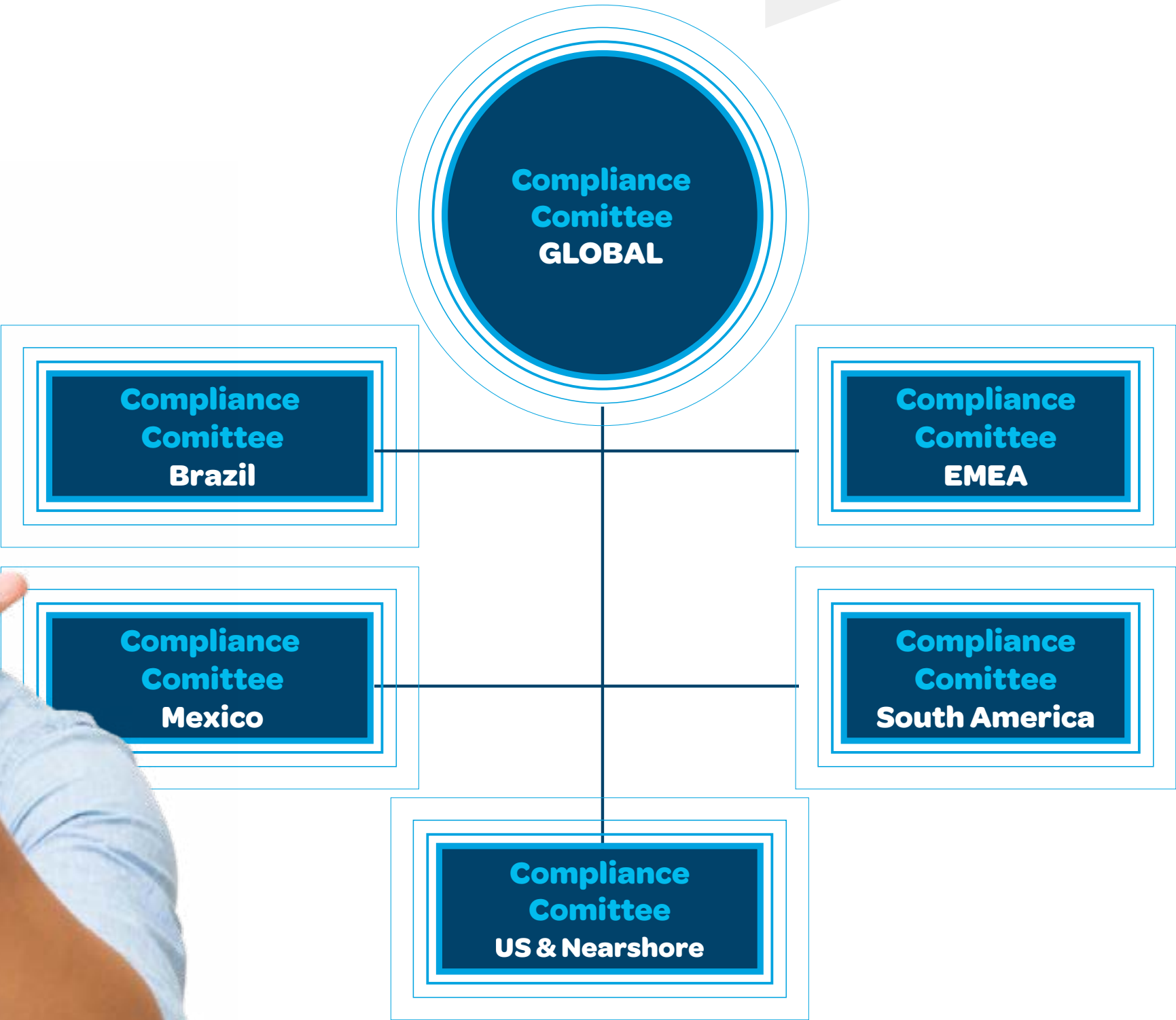
All **Compliance Committees share a common structure** and are composed of the following officers, or their equivalents in each country or region:

- Human Resources Director
- Finance Director
- Legal Director
- Compliance Officer (acting as non-member Secretary)

Our Global Compliance Committee is currently composed of Álvaro Badiola (Global CFO), Isabel López-Neira (Global Legal Director), Thiago Zanon (Global CPO) and Humberto Lima (Non-member Secretary).

**The main objectives of the compliance function are as follows:**

- 1. To instill an ethical culture of compliance,** both in mandatory and voluntary regulatory matters, providing personnel with the necessary knowledge through training, reminders, communications and internal dissemination of regulations.
- 2. Advise and inform the governing bodies on compliance risks,** both local and global, through the committees.
- 3. Effectively manage compliance risks.**
- 4.Evaluate the degree of compliance with internal and external regulations applicable** to Atento.



## Compensation and Sustainability Committee

This committee is responsible for **evaluating, defining and improving executive and employee compensation**, ensuring consistency with Atento's values and strategic objectives. As of July 2024, our Compensation and Sustainability Committee is composed of Mark Nelson-Smith (Chairman), Anil Bhalla, Timothy Gravely and Thiago Zanon (non-member Secretary).

## Safety and Risk Committee

The committee's responsibility is to **identify, evaluate and manage the risks faced by the company**. It develops mitigation strategies, monitors their evolution and ensures regulatory compliance, reporting to senior management on risks identified and actions taken, thus guaranteeing the stability and protection of the company's assets.

This Committee meets monthly and is composed of:

Dimitrius Oliveira (CEO), Luiz Frota (Global Cybersecurity Director), Eduardo Aguirre (Global CIO), Álvaro Badiola (Global CFO), Thiago Zanon (Global CPO), Pablo Sánchez (Chief Marketing Officer / ESG Director), Humberto Lima (Internal Audit Director), Isabel López-Neira (Global Legal Director), Carlos Picó (Risk Management Officer) and all Atento Country Managers.

## Audit Committee

It is responsible for **appointing, compensating, retaining, evaluating, terminating and supervising the independent audit firm and ensuring the integrity of the financial statements**, as well as the independence of the audit process. Although it oversees the audit, it is not responsible for the conduct of the audit or the accuracy of the financial statements, which are the responsibility of management and the independent auditor. Among the responsibilities of this committee are:

### Financial Oversight

- Ensuring the integrity of the financial statements and the financial reporting process
- Oversee internal accounting and financial control systems
- Overseeing the performance of the internal audit function and the independent auditor
- Evaluate the qualifications and independence of the independent auditor

### Compliance and risk management

- Ensure compliance with legal and regulatory requirements
- Overseeing financial risks, internal controls, fraud risks and financial IT-related risks

### Gobernanza

- Maintain open communication with the Board, independent auditor and management
- Retain and terminate services of independent advisors as needed
- Report to the Board on its activities and findings.

As of June 2024, our Audit Committee is comprised of: John Chapman (Chairman), Mark Nelson-Smith, Timothy Gravely and Isabel Lopez-Neira (non-member Secretary).

## 4.1.2 Key roles in ESG, oversight of the strategy

Atento has structurally integrated the ESG strategy within its organization, ensuring that key roles are clearly defined to oversee and manage aspects related to sustainability, diversity and corporate ethics. ESG management is responsible for leading these initiatives, ensuring that they are effectively implemented and aligned with the company's objectives. Its role is fundamental to **promoting an organizational culture that values sustainability and inclusion in all its dimensions.**

### ESG strategy monitoring

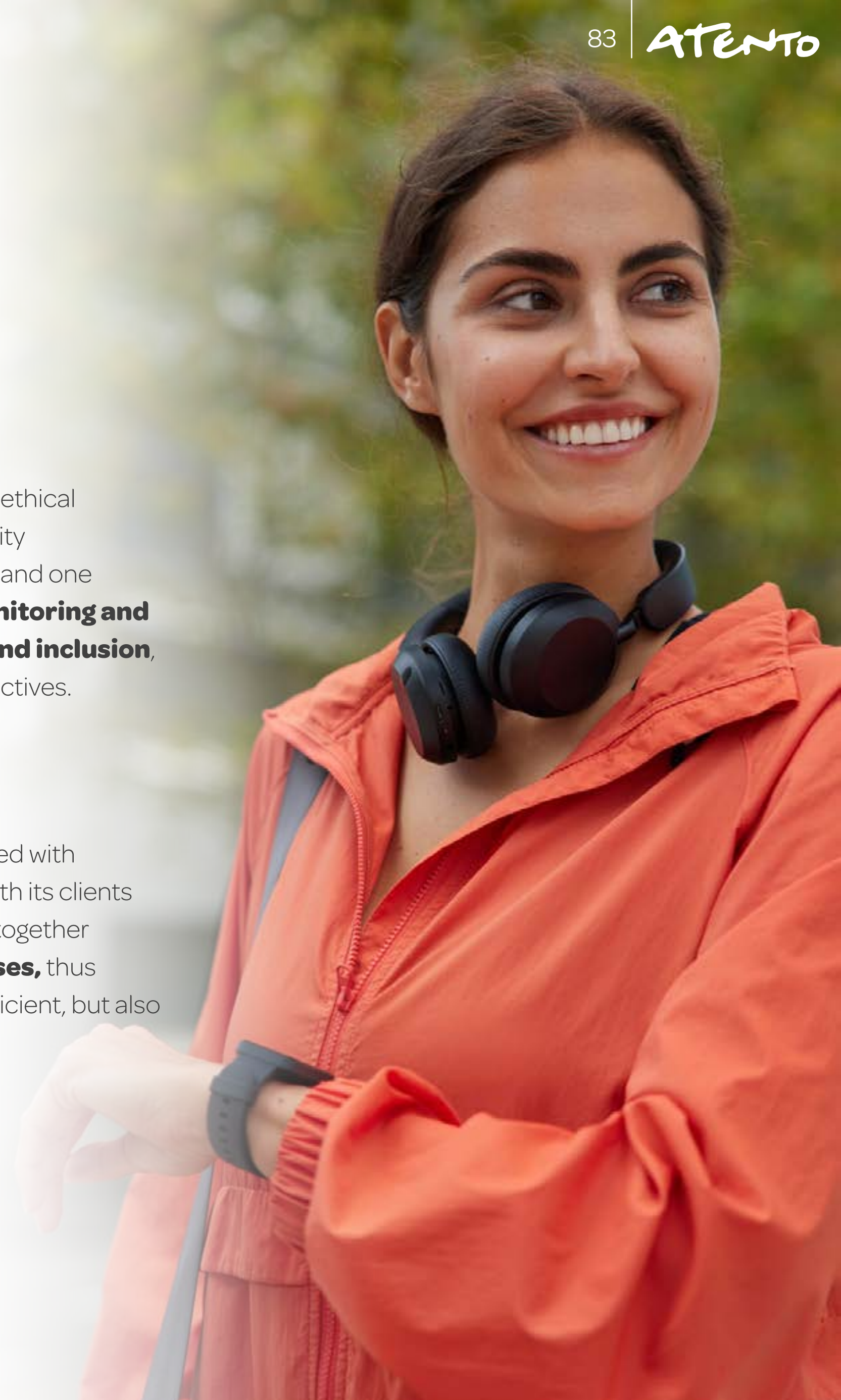
As part of the ESG 2024 Report, Atento has initiated a more proactive approach to monitoring its sustainability strategy led by the Global ESG team. This has resulted in conducting dual materiality assessments, which **identify relevant impacts, risks and opportunities for the company and its stakeholders.** This approach reinforces the company's commitment to Atento's commitment to responsible management and sustainability as strategic business pillars.

### Diversity Committees

To promote diversity, prevent discrimination and encourage ethical behavior throughout the organization, Atento has two Diversity Committees, led by the Human Resources areas: one global and one specific to Brazil. These committees are responsible for **monitoring and promoting all initiatives related to diversity, equity and inclusion,** ensuring their alignment with the company's values and objectives.

### Commitment to sustainable digital transition

Atento reinforces its commitment to a digital transition aligned with sustainability principles, through a collaborative approach with its clients driven by Atento's Infrastructure area. This involves working together to **integrate common ESG objectives in digital processes,** thus promoting a technological transformation that is not only efficient, but also responsible with the environment and society.



## 4.1.3 Government with commitment

### Committed to the protection of human rights



Since 2011, we have adhered to the **UN Global Compact on Human Rights**, which reinforces our commitment to the Ten Principles that promote the protection and respect for human rights, the elimination of forced labor and the elimination of child labor, the abolition of discriminatory practices in employment, as well as freedom of association and the right to collective bargaining (see detail in 2.4 Remuneration and social dialogue).

In line with this commitment, we develop annual training and awareness programs for all our employees, fostering an organizational culture based on respect, inclusion and ethics. We denounce any form of discrimination and promote freedom of association in all countries where we operate.

Regarding serious incidents related to human rights violations, 326 cases have been documented, of which 18 remain open and 308 have been resolved, representing a 94% resolution rate.

In addition, we systematically evaluate our suppliers to ensure compliance with these principles by incorporating mandatory clauses in our framework contracts that require no tolerance of forced or child labor as a condition for certification (more detail 2.9 Our ecosystem). To date, no supplier has been identified as violating these rights.

To reinforce our commitment, we require all suppliers to sign the "Social Responsibility Conditions", which obliges them to respect human rights (more detail in 2.9 Our ecosystem). In addition, since 2019 we maintain in force the certification of the Brazilian Standard of Social Responsibility NBR 16001.



● Relationship with our stakeholders

The needs and expectations of our stakeholders are fundamental in defining our objectives and strategies. As a multinational company, we operate in diverse contexts and promote relationships of trust, adjusting to the cultural, social and political environments in which we work. For this reason, we cultivate close and respectful relationships with our stakeholders through a variety of communication channels.



**SHAREHOLDERS**

We create long-term, sustainable shared value through the **“Investor relations”** section of our website, where we share relevant and up-to-date information that reinforces our commitment to transparency and effective communication.



**EMPLOYEES**

We listen to their concerns through climate surveys and confidential complaint channels, ensuring their well-being as the core of the customer experience.



**CLIENTS**

We guarantee quality and continuous improvement in our services through satisfaction surveys, performance meetings, operational and production plan committees, webinars and local events, which enable us to closely monitor and effectively adjust our strategies to meet your needs.



**UNION GROUP REPRESENTATIVES**

We establish a collaborative framework to promote constructive relations with employees through regular meetings, strengthening communication and promoting a positive work environment where employees' voices are valued.



**MEDIA**

We provide the necessary information so that the various stakeholders can learn about our business model and news related to the company through press releases, calls, mailings and events, and through our social networks, direct contact and website.



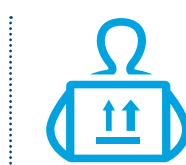
**NATIONAL AND INTERNATIONAL ORGANIZATIONS**

We actively participate in institutional dialogue to understand their concerns and incorporate best practices.



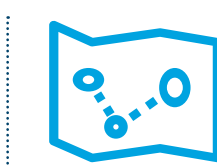
**PUBLIC ADMINISTRATIONS**

We create collaboration channels, regulated by compliance policies, which facilitate the creation of synergies and joint work.



**SUPPLIERS**

We develop a mutually beneficial business relationship by incorporating sound policies and processes, with an emphasis on transparency, compliance with ethical and social standards, collaboration and sustainability.



**LOCAL COMMUNITIES**

We build together collaborative projects to achieve sustainable development of society through community projects in different geographies.

## 4.1.4 Government with diversity

### Promoting more inclusive and representative leadership

At Atento, we understand that **diversity in our governing bodies is a key factor in enriching decision-making**, anticipating risks and fostering a culture that is more inclusive, innovative and representative of the society we serve. For this reason, diversity - especially gender diversity - is part of our vision of sound and responsible corporate governance..

Although we recognize that there are still opportunities for improvement, the company has embarked on a determined path towards greater diversity in its decision-making bodies. This commitment translates into the **active promotion of talent**.

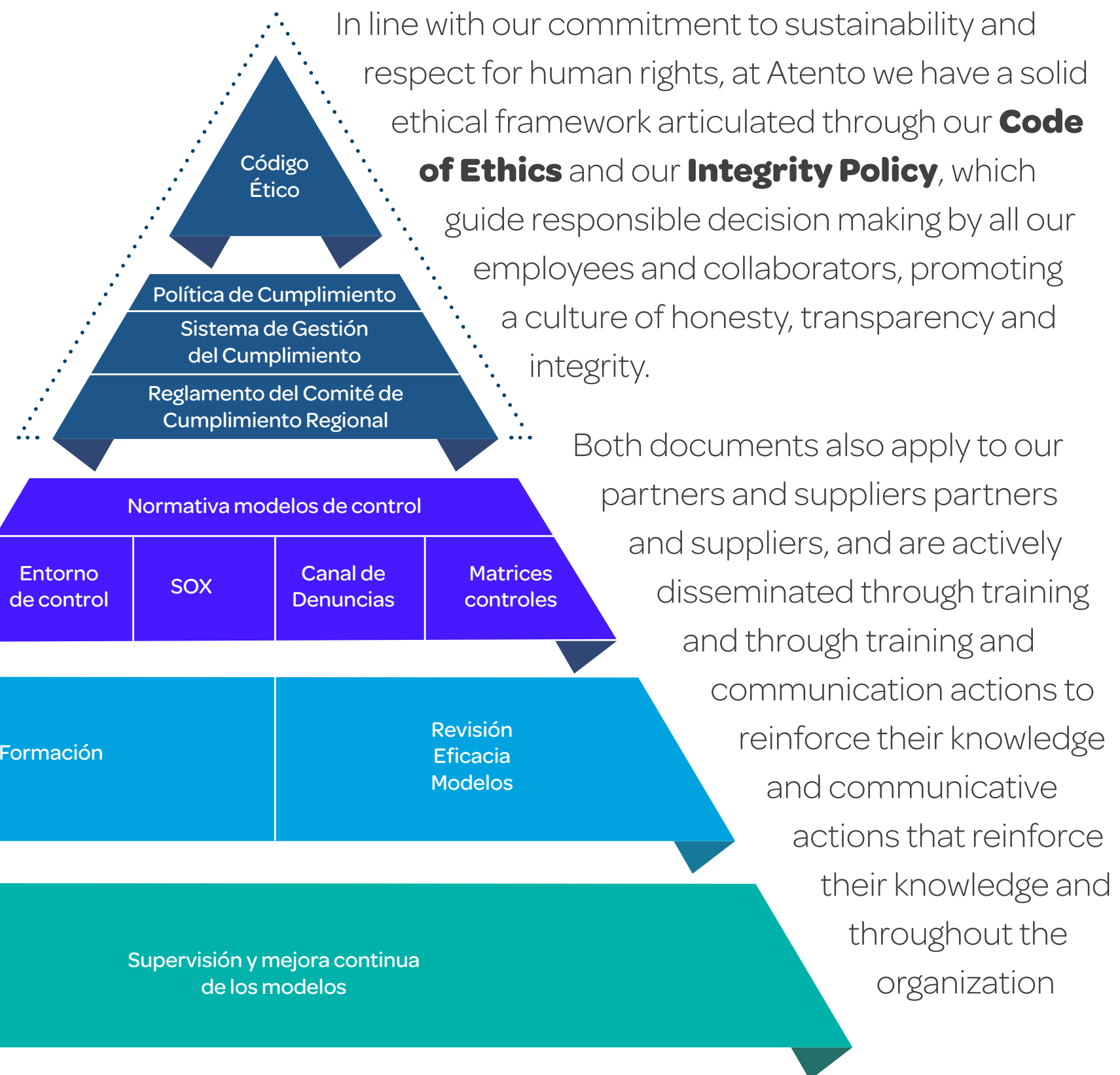
The company has already made significant progress at the **highest levels of the organization**. In addition, initiatives have been implemented to promote women's access to leadership positions through professional development programs, mentoring and career plans with a gender focus.

In line with international best practices in corporate governance, **Atento is committed to continuing to incorporate diversity into its governing bodies**, as an essential part of a more balanced, transparent and sustainable management.



## 4.2 ETHICAL GOVERNANCE

### 4.2.1 Business ethics



#### Our principles, set out in the Code of Ethics

- Maintain honest and ethical conduct.
- Provide full, fair, accurate, timely and understandable information in company reports, documents and communications.
- Comply with applicable laws and regulations, as well as our internal policies.
- Avoid conflicts of interest to prevent any personal favoritism or misconduct, always prioritizing the interests of the company.
- Report internally any known non-compliance with the Code or any internal rules/ regulations immediately, with the possibility of doing so anonymously. All reports will be treated with complete confidentiality.

#### Our guiding principles, included in the Integrity Policy

- Respect for the law and internal and external regulations.
- Dissemination of ethical behavior throughout the company.
- Ethical treatment of information.
- Protection of company assets.
- Act with integrity, transparency and leadership in tasks and relationships.
- Favorable organizational climate and respect for labor rights.

As part of our commitment, during 2024 we have initiated the process of reviewing and updating our **Code of Ethics**. This revision includes the incorporation of key aspects such as the **prevention of money laundering, the financing of terrorism and the protection of personal data**, in line with current regulatory requirements and international best practices.

To ensure the effective implementation of our ethical principles and strengthen the culture of compliance, at Atento we deploy a systematic training approach aimed at all levels of the organization. These actions are aligned with our ESG strategy and are part of our overall responsible governance framework.

**Recurrent training for the entire workforce**

**Annual training on the Code of Ethics**, for all employees, with the support of the compliance committees. A global retraining campaign on the Code of Ethics was conducted between September 2023 and March 2024.

**Biennial anti-corruption training**, aimed at the administrative structure (excluding agents), in accordance with the FCPA and Brazilian Law No. 12,846. From May to December 2024, 5,987 employees were trained with a total of 2,993 hours of online training.



**Onboarding training**

In 2024, the onboarding training content was revised and standardized in all countries where we operate, ensuring its inclusion in all welcome packages.

This includes:

- Code of Ethics
- Anti-Corruption Policy (where applicable)
- Whistleblower Channel
- Data Protection (where applicable)
- Specific templates according to local legislation (e.g. SAGRILAF/PTTE in Colombia, LA/FT in El Salvador).

This approach ensures that all employees, regardless of their location or hierarchical level, receive homogeneous ethics training and are aligned with our internal compliance policies, thus reinforcing a corporate culture of integrity and responsibility.

**Training on the Code of Ethics in 2024\***

**36,807** Total training hours  
**73,614** Number de employees trained  
**90%** Employees trained

\*Launched in September 2023 to March 2024

## 4.2.2 Integrity and anti-corruption policies

As part of our ethical governance system and in continuity with the provisions of the Code of Ethics, Atento's Integrity Policy acts as a reinforcement framework against possible misconduct, with special attention to the prevention of corruption and bribery.

One of its pillars is the Anti-Corruption Guide, which establishes the principles and standards of conduct to be observed by both our employees and related third parties, in compliance with international and local anti-corruption laws, including the Foreign Corrupt Practices (FCPA) of the United States and Law 12,846 of Brazil.

This guideline:

- Strictly prohibits any form of bribery or corrupt act.
- It defines unacceptable practices regarding gifts, hospitality and contributions.
- Establishes preventive and mitigation measures to prevent these risks from materializing during our activities.
- Reinforces the duty of care and accountability for the entire organization and our strategic partners.

This framework is fully integrated with our ESG strategy and with the training deployment described in the previous section, promoting a culture of integrity at all levels.

**During 2024, there have been no incidents related to corruption practices in the organization.**

“ At Atento, we understand that maintaining an adequate level of governance, including regulatory compliance and business ethics, is critical to long-term success and sustainability. We therefore actively promote the dissemination of these values to all our employees and third parties, and we also have dedicated structures in place to respond decisively to any threat that jeopardize our commitment.

**Humberto Lima**  
Internal  
Audit Director



● **Procedure for preventing, detecting and dealing with allegations or cases of corruption and bribery**

**Prevention**

- 1. Regulatory framework:** Our integrity framework establishes standards of conduct and a zero-tolerance policy against corruption and bribery. These standards are mandatory for all employees and stakeholders.
- 2. Training and awareness:** We provide ongoing training programs that highlight the importance of integrity and the consequences of non-compliance.
- 3. Internal controls:** We have financial, accounting and operational control mechanisms in place, including internal and external audits, periodic reviews and early warning systems.

**Detection**

- 1. Whistleblower Channel:** Through our Whistleblower Channel and other available mechanisms, anyone can report possible irregularities anonymously, without fear of retaliation. The initial handling is performed by an independent entity, and the process is led by Internal Audit to ensure impartiality (see page 92).
- 2. Audits and continuous monitoring:** Internal Audit, together with Internal Control and Compliance, carry out detection and continuous monitoring tasks to identify possible deviations or emerging risks.

**Management**

- 1. Internal investigation:** Every complaint triggers a confidential investigation protocol led by a specialized team, respecting the privacy and rights of all parties.
- 2. Corrective and disciplinary actions:** In the event of confirmed non-compliance, disciplinary actions are taken in accordance with local legislation, which may include dismissal or notification of the authorities.
- 3. Continuous review and improvement:** After each case or potential incident, the following are reviewed policies involved and preventive controls are strengthened, integrating the lessons learned to improve the system.



## ● Policies and procedures for reporting non-compliance

At Atento we promote a culture of open communication to detect and deal with possible non-compliance. In addition to the **Whistleblower Channel** mentioned above (and the Ouvidoria channel in Brazil), we implemented an **Open Door Policy**, which allows any employee to freely address any company officer.

Likewise, internal training and communications include the option of reporting well-founded suspicions of non-compliance directly to the **Regulatory Compliance Department**, through any available channel, with the same guarantees of confidentiality and protection as the official channel.

In this way, Atento offers multiple channels for employees to report possible non-compliance, always guaranteeing the confidentiality and protection of the whistleblower.

### Whistleblower protection measures at Atento

Atento maintains a strong commitment to whistleblower protection through its internal regulations, which expressly recognize the principle of non-retaliation in the Whistleblower Channel Policy and the Open Door Policy. This principle is highlighted in the company's Code of Ethics, which clearly states that: **"It is forbidden to interfere or retaliate against another employee who avails himself of his legal rights or who participates in an investigation, as such retaliation may result in dismissal"**.

These measures ensure that employees can report any violation with the assurance that they will be protected against retaliation, fostering an environment of trust, legal certainty and transparency

Types of reports that can be addressed to the **Whistleblower Channel**:

- FCPA oAAnti-Corruption
- Financial or accounting fraud
- Operational fraud
- Information leakage or misuse (e.g., LGPD, GDPR, as well as any other personal data regulations)
- Violation of laws

## ● Complaints Channel

Atento's Whistleblower Channel is available to all stakeholders - employees, clients, suppliers, former employees and others - and allows reporting of conduct that violates the Code of Ethics, any internal policy or applicable regulations.

This channel guarantees the confidentiality of the whistleblower, offers the possibility of anonymity and restricts access to information exclusively to the Compliance Committee, Internal Audit, Audit Committee and specifically authorized persons.

### Universal access and regulated process

The channel is accessible through Atento's website and telephone lines in all countries where we operate: **<https://canalconfidencial.com.br/atento/>**.

The complaints management procedure is detailed in the Complaints Channel Policy, and its operation guarantees respect for the law and the rights of all parties.

### Continuous optimization

In line with the commitment to constant improvement, actions have been taken to optimize the operation of the channel, reduce case resolution times and ensure that all employees are aware of its existence and correct use.

Argentina + 54 0800 666 0079

Brazil + 55 0800 721 0746

Chile + 56 1230 020 8946

Colombia + 57 01800 913 2017

Costa Rica + 55 11 2739 4501 \*

El Salvador + 55 11 2739 4501 \*

Spain + 34 900 838920

U.S.A + 1 800 986 3850

Guatemala + 502 2269 9458

+ 55 11 2739 4501 \*

Luxembourg + 352 800 8 1059

Morocco + 55 11 2739 4501 \*

Mexico + 52 800 681 5380

Nicaragua + 55 11 2739 4501 \*

Panama + 507 8339697

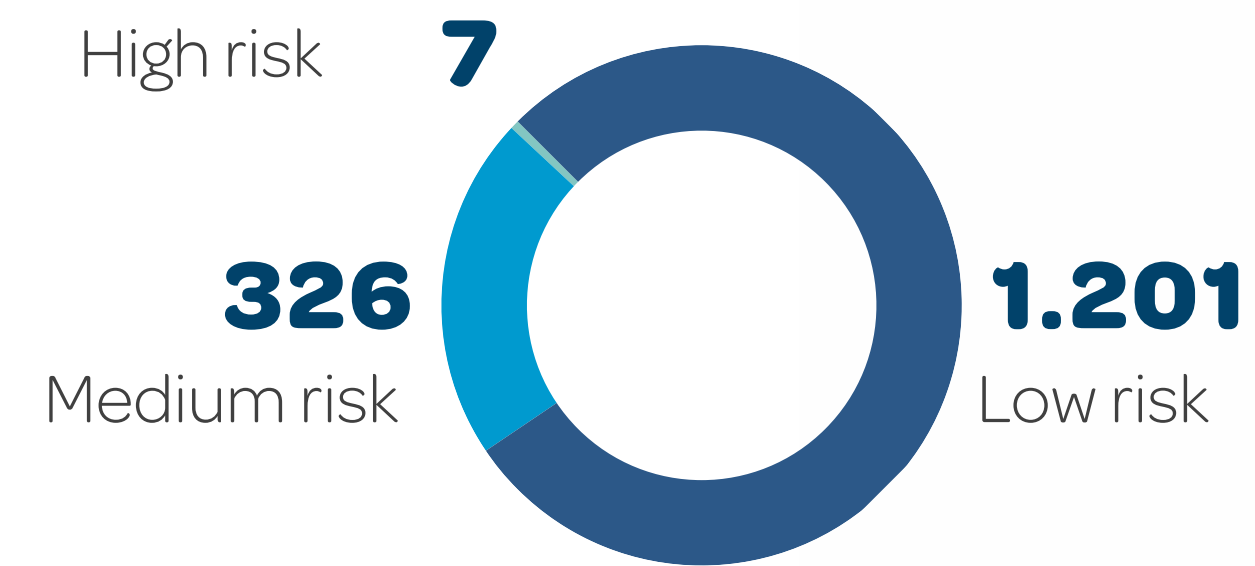
Peru + 51 0800 55781

Puerto Rico + 1 787 919 0828

Uruguay + 598 000 416 205 1344

\* Accepts collect calls

## ● Claim Risk



During 2024, **1,534** 1,534 complaints were processed through the Whistleblower Channel, of which **0.5%** % were classified as High Risk. Additionally, of the total number of complaints, only **66 (4.3%)** have been classified as Financial and Operational Fraud.

By the end of 2024, the following had been processed and closed **94%** of these complaints in a timely manner and with no impact to the company. The prompt resolution of these complaints not only demonstrates the efficiency of our risk management mechanisms but also strengthens the confidence of our employees and partners in our organizational culture. By addressing these situations in a diligent manner, we ensure that any concerns are handled appropriately, which contributes to a safer and more ethical work environment.



## 4.2.3 Risk Management

### Strategic programs and evolution 2024

At Atento, risk management is an essential component of corporate strategy. It aims to ensure business continuity, protect assets and people, and minimize potential losses.

This practice is based on a comprehensive approach **aligned with the ISO 31000 standard**, which makes it possible to anticipate and manage not only contingent risks, but also those inherent to day-to-day business activities. The management model is articulated in the following key steps:



During 2024, Atento has continued to strengthen its risk management system through the implementation and consolidation of several key programs:

- 1. Client Risk Assessment:** preventive risk assessment in all services provided to clients (Full Company). Implementation of the GRC-SAP system: consolidation of the risk assessment process through this integrated platform.
- 2. New vision in fraud management:** reinforcement of the preventive and proactive approach to fraud, within a framework of continuous improvement..
- 3. Optimization of continuity plans:** improvement of response times through more efficient testing of business continuity plans.

These advances are based on Atento's global internal regulations, which establish policies and procedures for control and prevention.

### Governance and coordination of the risk system

The risk management function is led by the Risk Management Officer, supported by a team of specialists in business continuity, fraud management and risk assessment. This team's mission is to protect assets, the security of operations, institutional reputation and shareholders' interests.

The area maintains constant coordination with key departments such as Internal Audit, Legal, Internal Control, Compliance and Cybersecurity, ensuring a transversal and collaborative approach.



## 4.3 DIGITAL ETHICS

### 4.3.1 Data protection

#### Commitment to data protection

In an increasingly digitalized global environment, marked by regulatory diversity and growing sensitivity around personal data, Atento has adopted a **proactive approach to privacy**. This commitment goes beyond legal obligations, constituting an essential pillar of our corporate ethics and the trust we build with clients, employees and society in general.

Based on this conviction, Atento has developed internal policies that set higher standards than local regulatory frameworks, integrating common principles in all geographies. These policies are based on the General Data Protection Regulation (GDPR) and seek to adapt to the specific regulations of each country in which we operate.

Our approach to privacy is based on the implementation of **robust technical and organizational measures that ensure that personal data is collected, stored and processed according to the highest standards of security and confidentiality**.

#### Privacy Governance and Compliance

Atento has established a clear and coordinated governance model that articulates the different levels of the organization -global, regional and local-, assigning roles and responsibilities to ensure regulatory compliance in all jurisdictions where we operate.

We ensure that any processing of data, whether as a data controller or as a responsible, are carried out in accordance with the principles of **legality, fairness and transparency**, with an adequate legal basis and without resorting to fraudulent or illicit practices.

In line with the principle of transparency, we provide data subjects with clear and accessible information about the processing of their data. Likewise, Atento notifies data subjects in a timely manner and in accordance with the regulations of the relevant details of the processing.

We are convinced that by making this commitment, we are not only strengthening our relationships, but also actively contributing to the creation of a more secure digital environment that respects the protection of personal data.

#### Security breach notification and management

As part of our commitment to information security, Atento has developed specific procedures for managing incidents that may affect the confidentiality, integrity or availability of personal data.

This protocol is included in our **Vulnerability Management Policy**, which establishes the approach to identify, estimate and prioritize potential security risks. In the event of detecting a security breach, employees, users, suppliers or collaborators must immediately notify the Information Security Manager via the following email **ciberseguridad@atento.com**

## 4.3.2 Cybersecurity

### Commitment to Cybersecurity

Cybersecurity is an essential pillar of Atento's information protection strategy. Our commitment is materialized through the Information Security Management System, based on the ISO 27000 standard, and reinforced since 2021 with the adoption of the National Institute of Standards and Technology (NIST) framework.

This model allows us to **identify, protect, detect, respond and recover** from threats, favoring proactive and efficient management of cyber risks

#### A comprehensive and cross-cutting framework

Protecting the information of our customers, end consumers, employees and suppliers is a priority. Security is integrated into the design of our technological and business processes, as well as in our collaboration with employees and strategic partners.

To this end, we have implemented a comprehensive cybersecurity framework, which defines updated policies and procedures applicable to the entire organization and is actively supported by senior management and expresses their commitment to secure information management.



**ISO 27001 for Information Security**  
(Brazil, Chile, Mexico, Peru, EMEA and Colombia)



**ISO 20000 International Standard for IT Service Management**  
(Brazil and EMEA)



**ISO 27701 for Information Privacy Management**  
(Brazil)



**Data Protection Certification in Spain**  
("Ley Orgánica de Protección de Datos)



**PCIDSS Payment Card Industry Data Security Standard**  
(Mexico, Argentina)

#### Information as a strategic asset

We consider the information and the systems that support it as strategic assets and we seek to guarantee their protection in terms of authentication, confidentiality, integrity, availability and traceability.

#### Cybersecurity Committee

We have a Cybersecurity Committee in charge of ensuring compliance with the most stringent standards.

#### Security standards

We promote the implementation of appropriate security levels to manage security incidents that may occur.

#### Continuous training

We develop training and awareness-raising actions in cybersecurity for all our teams and collaborators.

#### Cybersecurity and Risk Management and Risk Management System

We have a cybersecurity management system based on international standards and codes of good practices, to identify, quantify, prioritize and address risks.

#### Operational Continuity

We ensure the existence of the necessary mechanisms to guarantee the continuity of Atento's critical activities in the event of serious contingencies affecting our information systems.

#### Active and continuous security management

Our information security team works continuously to identify and mitigate risks through specific controls, vulnerability analysis, monitoring of the technological infrastructure and incident response.

#### Security culture and training

The awareness and regular training of our employees are key to consolidating a culture of cybersecurity. We also encourage co-responsibility at all levels of the organization.

#### Certifications in support of excellence

This constant commitment has allowed several Atento centers to obtain certifications in information security, reinforcing the trust of our stakeholders and aligning our practices with the highest international standards.

## 4.3.3 Responsible use of Artificial Intelligence

AI is a disruptive technology that offers significant potential to enhance innovation, optimize processes and improve the customer experience. However, it is essential to create a robust governance environment that ensures security, transparency and compliance with applicable regulations.

Our **policy for the responsible use of Artificial Intelligence** provides guidelines for the use in internal processes and the development of products and services based on Artificial Intelligence (AI). The objective is to ensure the optimization of the use of artificial intelligence, both traditional and generative, and its benefits for the company, as well as compliance with ethical, legal, security, financial and alliances with third parties throughout the development process.

In this regard, the Atento group maintains a code of ethics, which will always be the basis for the development and use of artificial intelligence, vital to ensure that AI is a reliable and responsible tool, aligned with our organizational values and with the principles established by the OECD and the EU on the development of artificial intelligence.

### Basic Principles

- ▶ **Respecting the standards** defined in its integrity policy.
- ▶ Respecting the **privacy** of our employees, customers, suppliers and end customers and ensuring compliance with applicable personal data protection regulations.
- ▶ Be **transparent** about the use of AI in our products and services, operations and internal processes on how we apply the technology.
- ▶ **Fairness**. Under no circumstances use or allow others to use AI that is referred to or that facilitates unfair discrimination or bias due to race, gender, religion, sexual orientation, disability or any other personal condition.
- ▶ Considerar el **social impact and well-being** of stakeholders at all stages of the development and implementation of AI-based solutions.

In addition to ensuring ethical and responsible development, **we firmly believe that artificial intelligence must be at the service of people**. That is why, at Atento, we see AI as a strategic ally that drives operational efficiency and, above all, enhances the value of human work by making our employees' tasks easier and improving our customers' experience. This vision of human-centric AI is embodied in our comprehensive AI adoption model.



# ● Responsible use of Artificial Intelligence

To make this people-centered vision a reality and ensure an ethical, safe and effective implementation of artificial intelligence, at Atento we have defined a **comprehensive model based on three key dimensions:**



This model allows us to align AI with our values, facilitate its responsible adoption across the organization and ensure that each use case has a positive impact on our teams and our clients, maximizing its potential to drive the sustainable success of the Atento group.

On the other hand, we have launched our **Artificial Intelligence CoE**. This CoE allows us to foster the development of generative AI-driven projects within an agile and secure innovation framework, allowing us to define new solutions, accelerate the development of current AI products and expand the knowledge and best practices around AI in a holistic and transformational manner across all Atento's regions and clients. The CoE has a variety of technical professional profiles, including data scientist, computational linguists, AI engineers, full-stack developers, business champions, prompts engineers, and scrum masters, among others, to enable the development of holistic AI projects.



## ABOUT THIS REPORT

# 05

### ● OVERVIEW AND METHODOLOGY

### ● DUAL MATERIALITY ASSESSMENT

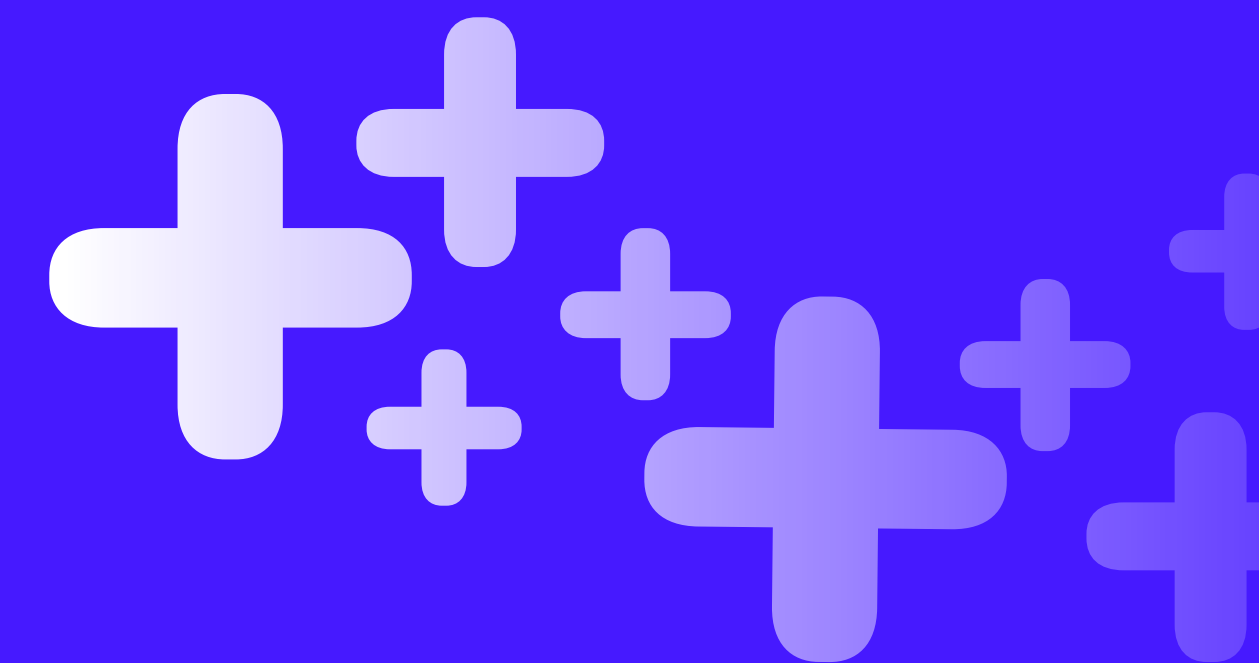
1. Dual materiality score for Atento
2. Impact materiality
3. Financial materiality

### ● EXTERNAL VERIFICATION

### ● GRI CONTENT INDEX

### ● SCOPE OF THE REPORT: SCOPE, FREQUENCY AND CONTACT

### ● ANNEXES



## 5.1 OVERVIEW AND METHODOLOGY

- **This report consolidates** Atento's progress in sustainability during 2024, integrating a strategic view that encompasses our environmental, social and governance impacts, along with our long-term strategic focus. Through the dual materiality assessment-which we conducted for the second consecutive year-we have been able to identify with greater precision the most relevant issues for our stakeholders and our business, prioritizing those that generate the greatest impact or risk.
- **It also includes the methodology** and results of our second dual materiality assessment, which reflect this comprehensive approach: from our efforts to reduce our carbon footprint, to our actions in wellness, diversity and inclusion, social engagement and good governance. All of this is presented in a clear and transparent perspective, which seeks to provide a complete picture of our dedication to sustainability and continuous efforts to generate a positive impact.
- **The report has been prepared in accordance with the Global Reporting Initiative (GRI)**, in its GRI Standards version and under the Core option, thus guaranteeing the principles of quality, reliability and comparability of the information reported. With this, we continue to advance in our purpose of generating a positive and lasting impact for our stakeholders and for the environment in which we operate.



## 5.2 EVALUATION OF DUAL MATERIALITY

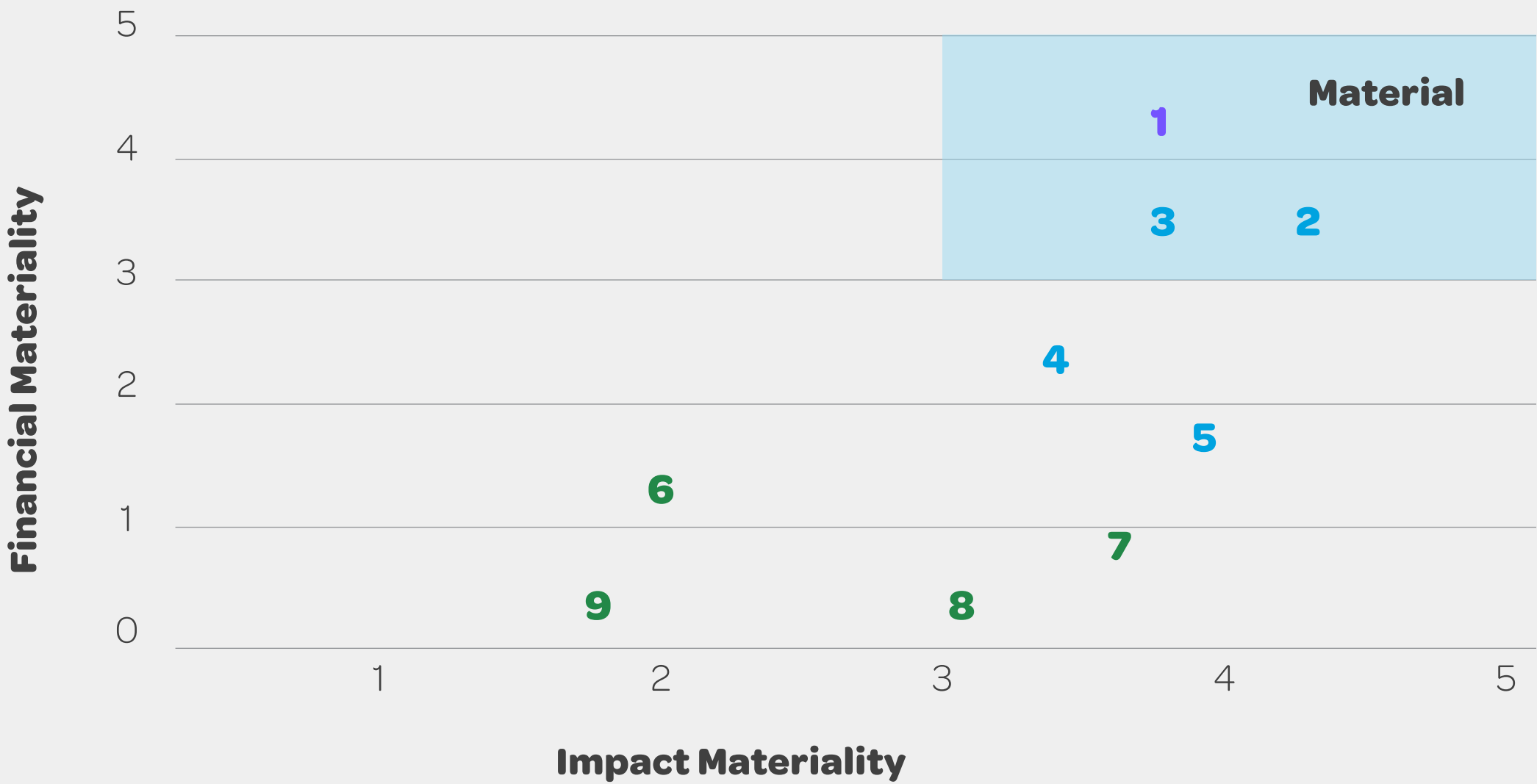
### 5.2.1 Dual materiality results for Atento

At Atento, commitment to **Environmental, Social and Governance (ESG)** principles remains a central pillar of our operations and strategic vision. Aware of the growing relevance of sustainable practices, we work to go beyond regulatory compliance and generate real positive impact. In 2024, we consolidated our dual materiality assessment, reinforcing a process that allows us to more effectively integrate ESG aspects into decision-making.

Dual materiality is a comprehensive approach that considers both financial impacts and environmental, social and governance impacts. This model recognizes that sustainability performance can not only influence the company's economic performance, but also the environment and society.

The topics of **"Ethics, integrity and good corporate governance", "Consumers and end users"** and **"Own personnel"** have been identified as material from both an impact and financial perspective, based on the results of our dual materiality assessment. Accordingly, the report pays particular attention to these key areas.

However, to provide our stakeholders with a holistic view of sustainability at Atento, we have also included relevant information on other significant topics, allowing for a more complete understanding of our performance in this area.



- 1 Ethics, integrity and good corporate governance

2 Consumers and end users

3 Own personnel

4 Workers in the value chain

5 Affected groups

Material
- 6 Resource use and circular economy

7 Climate change

8 Sustainable value chain

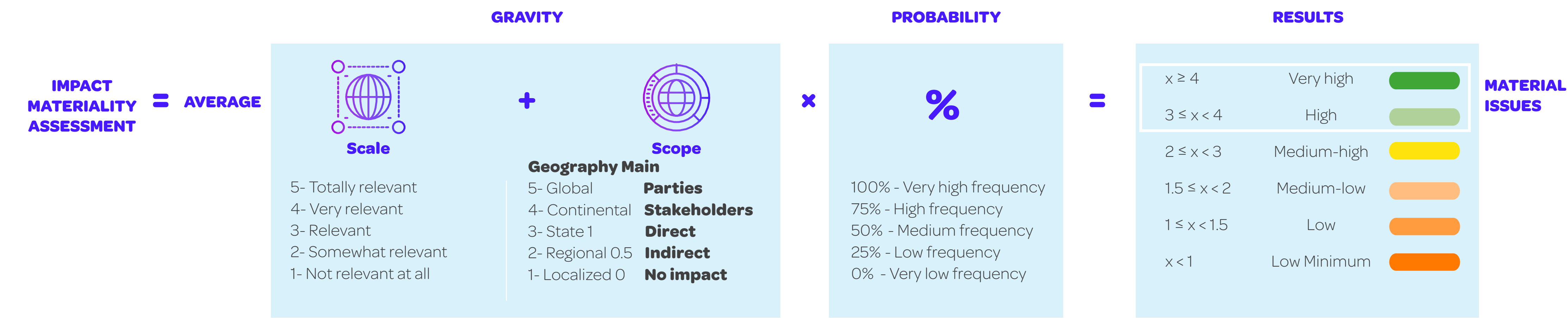
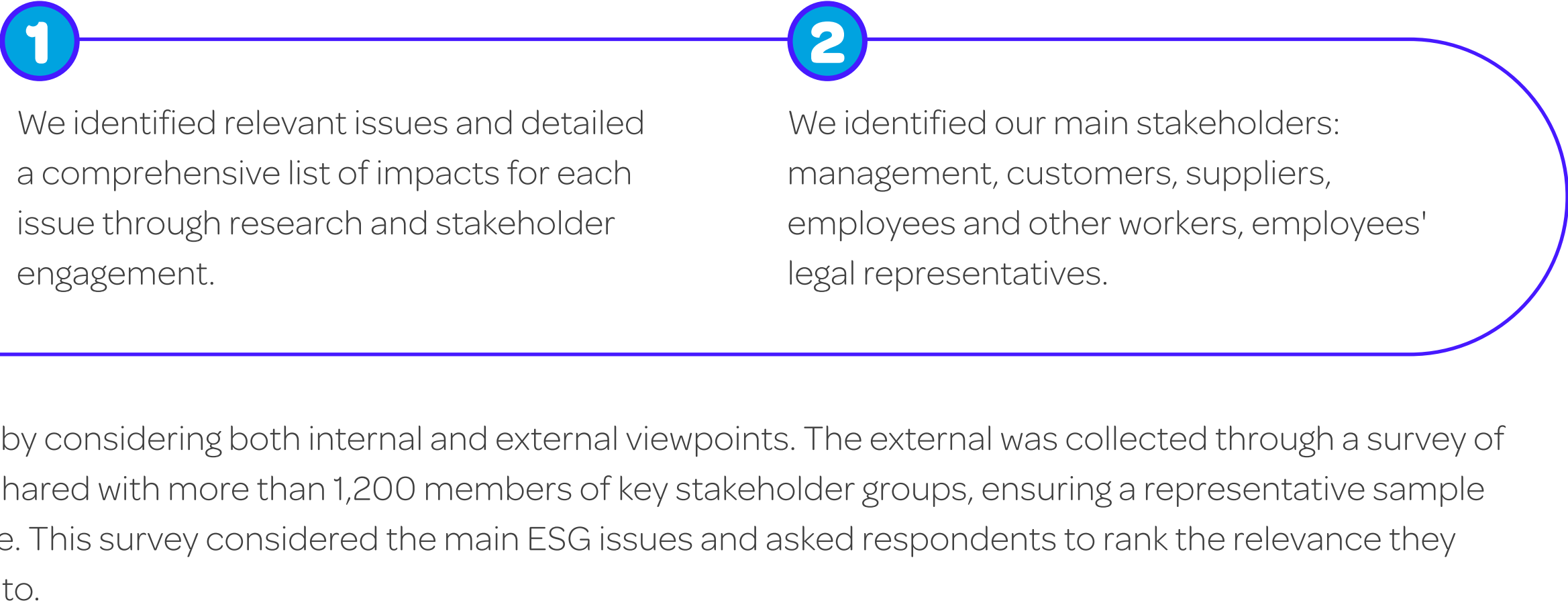
9 Water

For more information on the methodology used to perform the financial materiality and impact analyses, see the following sections.

## 5.2.2 Impact Materiality

Considers how the company's activities impact the environment and society, and how these impacts, in turn, may affect the company's operations and reputation.

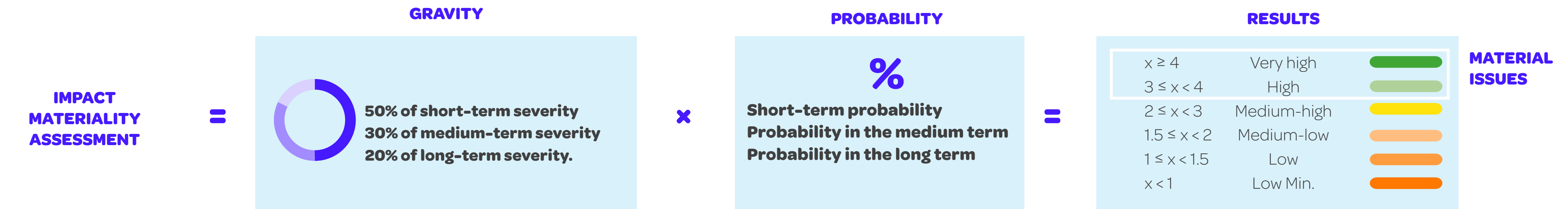
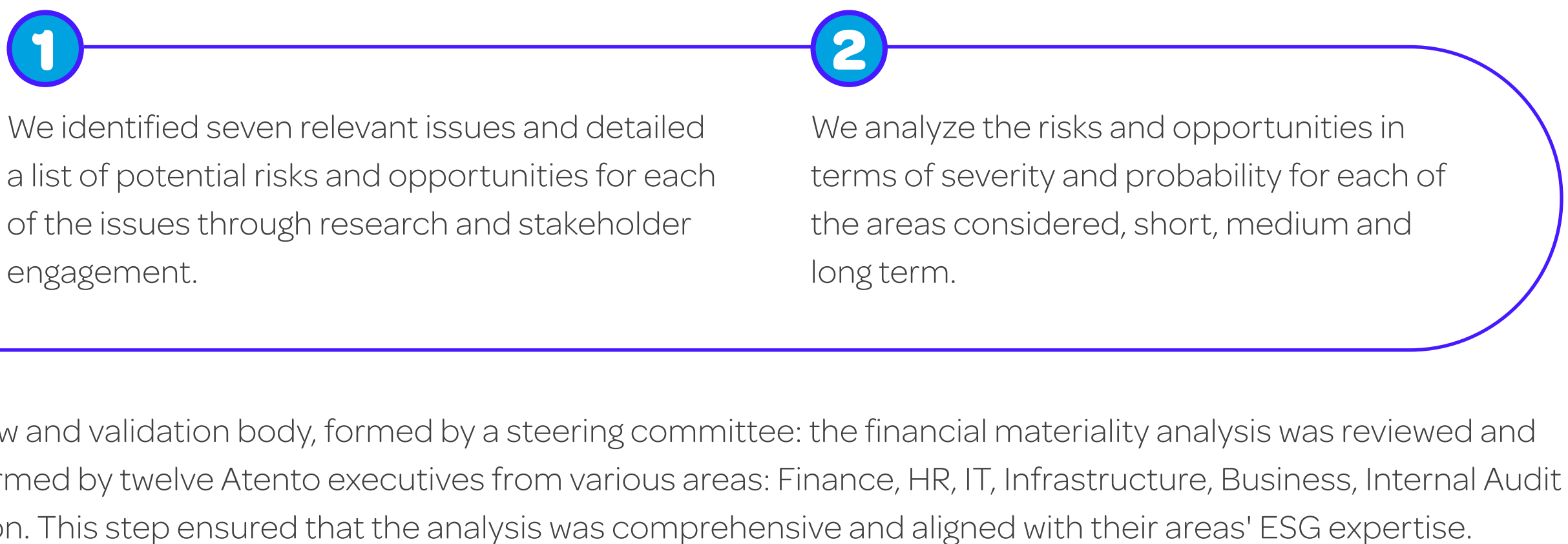
**For a thorough understanding of our potential ESG impacts:**



## 5.2.3 Financial Materiality

Focuses on how sustainability issues affect the company's financial performance and value creation.

**To gain a thorough understanding of our potential ESG risks and opportunities:**



# 5.3 EXTERNAL VERIFICATION

DECLARACIÓN DE VERIFICACIÓN



### Declaración de Verificación de Informe ESG 2024 con referencia a GRI Standards de Atento Spain Holdco S.L.U de 2024.

Al órgano de administración de **Atento Spain Holdco S.L.U.**:

Hemos realizado la verificación, con alcance de seguridad limitada de Informe ESG 2024 (en adelante la Memoria) correspondiente al ejercicio anual finalizado el 31 de diciembre de 2024, de **Atento Spain Holdco S.L.U.** (en adelante la Organización).

El contenido de la Memoria de la Organización puede incluir información adicional a la contemplada en el alcance de este encargo y que no ha sido objeto de nuestro trabajo de verificación. En este sentido, nuestro trabajo se ha limitado exclusivamente a la verificación de la información identificada en el índice de indicadores incluidos en el Índice de contenidos utilizados con referencia al Estándar GRI (Global Reporting Initiative) incluido en el **Informe ESG 2024**.

**Responsabilidad de la Dirección**

La Dirección de la Organización, es responsable de la preparación, del contenido y de la presentación de la Memoria. Esta responsabilidad incluye el diseño, la implementación y el seguimiento del control interno que se considere necesario para permitir que dicha Memoria esté libre de incorrección material. Asimismo, la Dirección de la Organización es responsable de definir, implementar, adaptar y mantener los sistemas de gestión de los que se obtiene la información necesaria para la preparación de la Memoria.

**Independencia y Competencia**

El equipo auditor ha cumplido los requerimientos de independencia, imparcialidad y demás exigencias de ética, basando sus actuaciones en los principios fundamentales de integridad, objetividad, competencia y diligencia profesional, confidencialidad y comportamiento profesional.

**Objetivo de la verificación**

El objetivo de la verificación es asegurar que la información reportada por la Organización en la Memoria de sostenibilidad 2024 con referencia a GRI Standards, es precisa, completa, transparente y libre de errores u omisiones.

**Nuestra responsabilidad**

La responsabilidad de EQA se circunscribe en expresar nuestras conclusiones en una declaración de verificación independiente de seguridad limitada, basada en los procedimientos realizados y en las evidencias que se han obtenido. El encargo se ha realizado de acuerdo con una metodología

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European Quality Assurance Spain, S.L. (EQA España) - Calle Joaquín Bau nº 2 | 1ª Planta | Escalera Derecha | 28036 Madrid  
Queda sujeto al "Procedimiento de Certificación y Condiciones Generales" establecido por EQA

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propia y los requisitos de la Norma Internacional UNE-EN ISO/IEC 17029 "Evaluación de la conformidad. Principios generales y requisitos para los organismos de validación y verificación".

El alcance de un encargo de **seguridad limitada** es sustancialmente inferior al de un encargo de seguridad razonable y, por lo tanto, la seguridad proporcionada es menor.

Los procedimientos realizados se basan en el juicio profesional de los expertos que han intervenido en el proceso e incluyen consultas, observación de procesos, evaluación de documentación, procedimientos analíticos, y pruebas de revisión por muestreo que, con carácter general, se describen a continuación:

- ✓ Comunicaciones con el personal de los diversos departamentos de la Organización o con la persona responsable involucrada para conocer el modelo de negocio, las políticas y los enfoques de gestión aplicados, los principales riesgos relacionados con esas cuestiones y obtener información necesaria para la revisión.
- ✓ Comprobación de los procesos de los que dispone la Organización para determinar cuáles son los aspectos materiales en relación con sus actividades.
- ✓ Análisis de los procedimientos utilizados para recopilar y validar los datos e información presentada en la Memoria.
- ✓ Comprobación de datos, en base a la selección de una muestra, y realización de pruebas sustantivas de la información cuantitativa y cualitativa contenida en la Memoria del ejercicio 2023.

**Conclusiones de la Verificación**

Como resultado de los procedimientos que se han realizado y de las evidencias obtenidas no ha llegado a nuestro conocimiento ninguna cuestión que nos lleve a pensar que la información contenida en el **Informe ESG 2024 de Atento Spain Holdco S.L.U.** correspondiente al ejercicio anual finalizado el **31 de diciembre de 2024**, no haya sido preparada de manera adecuada, ni que existan desviaciones ni omisiones materiales que nos haga pensar que el informe no cumple los requisitos con referencia al Estándar GRI (Global Reporting Initiative), lo que incluye la fiabilidad de los datos, la adecuación de la información presentada y la ausencia de desviaciones y omisiones significativas respecto de sus indicadores incluidos en el Índice de contenidos de la citada Memoria.

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DECLARACIÓN DE VERIFICACIÓN



**Uso y distribución**

La presente Declaración de Verificación se emite a la dirección de **Atento Spain Holdco S.L.U.**, de acuerdo con los términos del contrato suscrito entre ambas partes.



Esperanza Martínez Gamito  
Directora de Certificación

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# 5.4 GRI CONTENT INDEX

## GRI INDICATOR STANDARDS

## DESCRIPTION

## LOCATION / DIRECT RESPONSE

|      |                                                                   |                                                                                                                                  |
|------|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 2-1  | Organization and its relationships                                | 1.2.1 Atento in data; 1.2.2 Our culture; 1.2.3 Commitment and innovation 25 years of history                                     |
| 2-2  | Entities included in the financial statements                     | 1.1 Message from the CEO: our strategic approach A "Technology with Human Touch".                                                |
| 2-3  | Reporting period                                                  | 5.5 Coverage of the report: scope, frequency and contact                                                                         |
| 2-5  | External verification                                             | 5.3 External verification                                                                                                        |
| 2-6  | Activities, value chains and other business relationships         | 1.2.1 Focus on data; 1.2.3 Commitment and innovation: 25 years of history; 4.1.3 Government with commitment; 2.9 Our Ecosystemsd |
| 2-7  | Employees                                                         | 2.2 Human Talent                                                                                                                 |
| 2-8  | Non-employees                                                     | 2.2 Human resources                                                                                                              |
| 2-9  | Structure and governance                                          | 4.1.1 Governance model and organizational structure                                                                              |
| 2-11 | Chair of highest governance body                                  | 4.1.1 Governance Model and Organizational Structure                                                                              |
| 2-13 | Delegation of responsibility for esg issues                       | 4.1.2 Key ESG roles and oversight of strategy; 4.2.3 Risk management                                                             |
| 2-14 | Role of the highest governance body                               | 4.1.2 Key roles in ESG and oversight of strategy; 4.1.3 Risk management                                                          |
| 2-15 | Conflicts of interest                                             | 4.2.1 Business ethics                                                                                                            |
| 2-16 | Mechanisms for ethical advice                                     | 4.2.2 Integrity and anti-corruption policies                                                                                     |
| 2-20 | Remuneration policy                                               | 4.1.1 Governance model and organizational structure                                                                              |
| 2-22 | Statement on sustainability from the highest governance body      | 1.1 Message from the CEO: our strategic focus A "Technology with Human Touch                                                     |
| 2-23 | Policy commitments                                                | 1.3.1 Our strategy and priorities                                                                                                |
| 2-24 | Integration of policy commitments                                 | 1.3.2 Our achievements                                                                                                           |
| 2-25 | Processes to remediate negative impacts                           | 4.1.3 Government with commitment                                                                                                 |
| 2-26 | Mechanisms for seeking advice and raising ethical concerns.       | 4.2.2 Integrity and anti-corruption policies                                                                                     |
| 2-27 | Compliance with laws and regulations                              | 4.2.1 Business ethics                                                                                                            |
| 2-28 | Membership in associations                                        | 4.2.1 Business ethics                                                                                                            |
| 2-29 | Approach to stakeholder engagement 4.1.2.2 Stakeholder engagement | 4.1.3 Governance with commitment                                                                                                 |
| 2-30 | Collective bargaining                                             | 4.2.1 Business ethics                                                                                                            |

## GENERAL DISCLOSURES

| GRI INDICATOR STANDARDS            |                     | DESCRIPTION                                               | LOCATION / DIRECT RESPONSE                                                                                                       |                                                      |
|------------------------------------|---------------------|-----------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| GENERAL USAGE REQUIREMENTS         | 1-3                 | Organization and its relationships                        | 1.2.1 Atento in data; 1.2.2 Our culture; 1.2.3 Commitment and innovation: 25 years of history                                    |                                                      |
|                                    | 1-7                 | Entities included in the financial statements             | 1.1 Message from the CEO: our strategic approach A "Technology with Human Touch                                                  |                                                      |
| MATERIAL ISSUES                    | 3-1                 | Reporting period                                          | 5.5 Report Coverage: Scope, Frequency and Contact                                                                                |                                                      |
|                                    | 3-2                 | External verification                                     | 5.3 External verification                                                                                                        |                                                      |
|                                    | 3-3                 | Activities, value chains and other business relationships | 1.2.1 Atento in data; 1.2.3 Commitment and innovation: 25 years of history; 4.1.3 Government with commitment; 2.9 Our Ecosystems |                                                      |
| ECONOMIC ISSUES<br>ANTI-CORRUPTION | 205-1               | Employees                                                 | 2.2 Human talent                                                                                                                 |                                                      |
|                                    | 205-2               | Non-employees                                             | 2.2 Human resources                                                                                                              |                                                      |
|                                    | 205-3               | Structure and governance                                  | 4.1.1 Governance model and organizational structure                                                                              |                                                      |
| ENVIRONMENTAL ISSUES               | ENERGY              | 302-1                                                     | Energy consumption within the organization                                                                                       | 3.2 Environmental neutrality: reducing our emissions |
|                                    |                     | 302-2                                                     | Energy consumption outside the organization                                                                                      | 3.2 Environmental neutrality: reducing our emissions |
|                                    |                     | 302-4                                                     | Reducing energy consumption                                                                                                      | 3.2 Environmental neutrality: reducing our emissions |
|                                    | WATER AND EFFLUENTS | 303-5                                                     | Water withdrawal                                                                                                                 | 3.2 Environmental neutrality: reducing our emissions |
|                                    |                     | 305-1                                                     | Direct GHG emissions (Scope 1)                                                                                                   | 3.2 Environmental neutrality: Reducing our emissions |
|                                    | EMISSIONS           | 305-2                                                     | Indirect GHG emissions (Scope 2)                                                                                                 | 3.2 Environmental neutrality: reducing our emissions |
|                                    |                     | 305-3                                                     | Other indirect GHG emissions (scope 3)                                                                                           | 3.2 Environmental neutrality: Reducing our emissions |
|                                    |                     | 305-4                                                     | GHG intensity                                                                                                                    | 3.2 Environmental neutrality: Reducing our emissions |
|                                    |                     | 305-5                                                     | GHG emissions reduction                                                                                                          | 3.2 Environmental neutrality: reducing our emissions |
|                                    | WASTE               | 306-3                                                     | Waste generated                                                                                                                  | 3.3 What have we done to address climate change?     |

| GRI INDICATOR STANDARDS |                                      | DESCRIPTION                                                                                                                                                                               | LOCATION / DIRECT RESPONSE                                                     |
|-------------------------|--------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| SOCIAL ISSUES           | EMPLOYMENT                           | 401-1 New hires and employee turnover                                                                                                                                                     | 2.2 Human talent                                                               |
|                         | HEALTH AND SAFETY IN THE WORK        | 403-3 Health services available                                                                                                                                                           | 2.6 Worker safety, health, and welfare                                         |
|                         |                                      | 403-6 Worker health promotion                                                                                                                                                             | 2.6 Safety, health, and well-being of workers.                                 |
|                         | TRAINING AND EDUCATION               | 404-1 Training hours                                                                                                                                                                      | 2.4 Growing together: training and development                                 |
|                         |                                      | 404-2 Programs for skills improvement                                                                                                                                                     | 2.4 Growing Together: Training and Promotion                                   |
|                         |                                      | 404-3 Performance evaluation                                                                                                                                                              | 2.4 Growing Together: Training and Promotion                                   |
|                         | DIVERSITY E EMPLOYMENT OPPORTUNITIES | 405-1 Diversity in governance bodies and employees                                                                                                                                        | 4.1.4 Governance with diversity; 2.2 Human talent; 2.3 Diversity and Inclusion |
|                         |                                      | 405-2 Ratio of base salary and remuneration                                                                                                                                               | 2.2 Human Talent; 2.3 Diversity and Inclusion                                  |
|                         | NON-DISCRIMINATION                   | 406-1 Cases of discrimination                                                                                                                                                             | 4.2.2 Integrity and anti-corruption policies.                                  |
|                         | CHILD LABOR                          | 408-1 Child labor                                                                                                                                                                         | 2.9 Our Ecosystems                                                             |
|                         | FORCED OR COMPULSORY LABOR           | 409-1 Forced or compulsory labor                                                                                                                                                          | 2.9 Our Ecosystems                                                             |
|                         | LOCAL COMMUNITIES                    | 413-1 Impacts on local communities                                                                                                                                                        | 2.8 Impact on society                                                          |
|                         | SOCIAL PRACTICES IN THE SUPPLY CHAIN | 414-1 Social practices in the supply chain                                                                                                                                                | 2.9 Our Ecosystems                                                             |
|                         | CUSTOMER PRIVACY                     | 418-1 Incidents of privacy violations                                                                                                                                                     | 4.3.1 Data protection; 4.3.2 Cybersecurity; 4.3.3 Responsible use of AI        |
| STATEMENT OF USE        |                                      | Atento Spain Holdco S.L.U. has presented the information cited in this GRI content index for the period from January 1, 2024 to December 31, 2024 using the GRI Standards as a reference. |                                                                                |
| GRI 1 USED              |                                      | GRI 1: Fundamentals 2021                                                                                                                                                                  |                                                                                |

## 5.5 REPORT COVERAGE: SCOPE, FREQUENCY AND CONTACT

This report covers the period **from January 1 to December 31, 2024**, and is part of Atento's annual commitment to transparency and sustainability. The information gathered **covers all Atento countries and subsidiaries** to provide a global reflection of the entire company. The heads of each country have collaborated in the reporting process by providing the requested non-financial information, a process coordinated by the Global ESG Department.

**The last report was published in June 2024**, corresponding to the 2023 period. This report maintains the annual frequency of presentation, in line with the reporting practices adopted by the organization. It is possible to compare it with previous years' reports, as we have been publishing our CSR reports since 2008.

In this edition, **improvements** have been incorporated into **the social and environmental data collection systems**. Any relevant changes with respect to previous reports have been noted throughout the document.

For questions regarding the contents of this report, please contact:

**Pablo Sánchez Pérez**

Chief Marketing Officer/ESG Director  
pablo.sanchez@atento.com



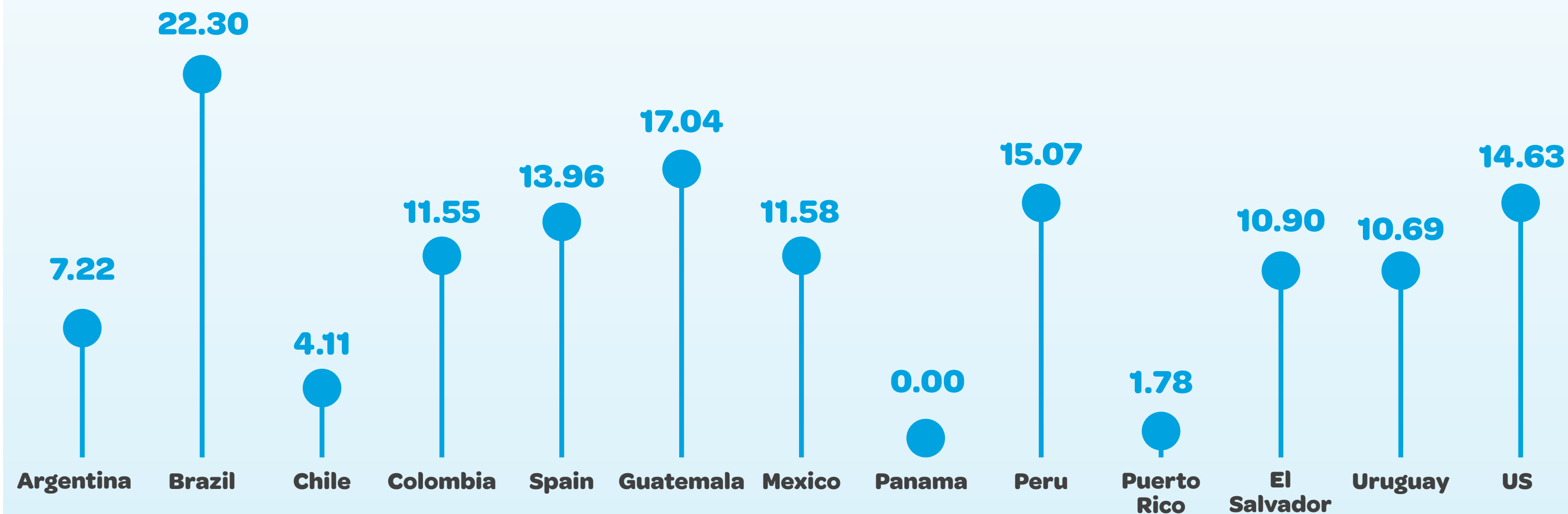
## 5.6 ANNEXES

### • ANNEX 1 - Detail of hires and wage gap

#### • Hiring during 2024, distributed by region, gender and age

| <b>BRAZIL</b>        | <b>Under 30</b> | <b>Between 30 and 50</b> | <b>Over 50</b> |
|----------------------|-----------------|--------------------------|----------------|
| FEMALE               | 12,442          | 8,114                    | 861            |
| <b>MEXICO</b>        |                 |                          |                |
| FEMALE               | 2,079           | 1,320                    | 239            |
| MALE                 | 2,460           | 1,540                    | 180            |
| <b>SOUTH AMERICA</b> |                 |                          |                |
| FEMALE               | 7,135           | 4,135                    | 226            |
| MALE                 | 6,212           | 2,536                    | 131            |
| <b>SPAIN</b>         |                 |                          |                |
| FEMALE               | 2,129           | 1,054                    | 165            |
| MALE                 | 2,331           | 664                      | 65             |
| <b>US NEARSHORE</b>  |                 |                          |                |
| FEMALE               | 893             | 495                      | 58             |
| MALE                 | 692             | 330                      | 29             |

#### • Wage gap between men and women in 2024, distributed by country (%)



## ANNEX 2 - Calculation of commuting emissions (constraints, limitations and assumptions)

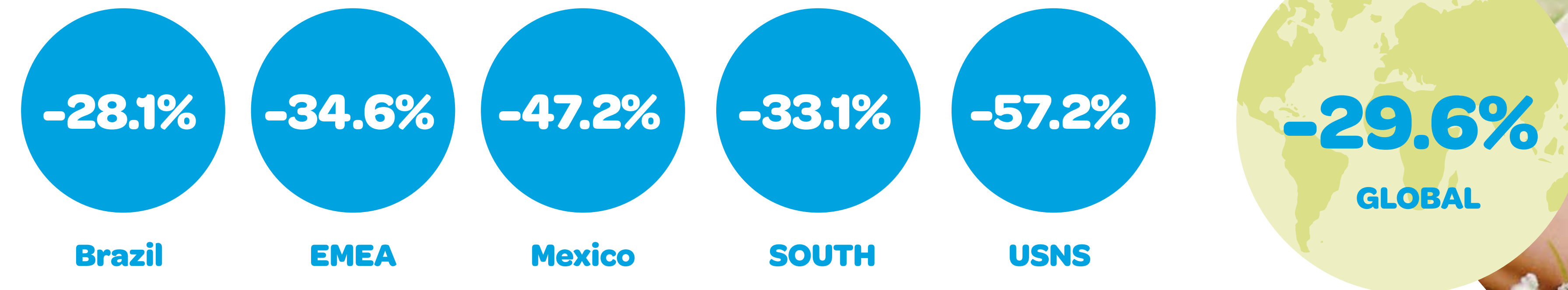
Information was collected through an employee survey, adjusted to not accept invalid responses.

- A total of 36,663 responses were obtained, and a total of 34,168 responses were used for the calculation. The difference were outliers, which did not conform to the normal deviations of km traveled and were discarded to maintain the reliability of the values.
- It should be noted that for those countries for which reliable data on emission factors were not available, emission factors from neighboring countries or, failing that, from reference countries with official data, such as Spain, for example, were used.

Two emissions were calculated for the data provided for 2023.

- One with on-site days reported by employees in the survey (Emission with WAHA in place)
- Another with the total working days for each country (Emissions without WAHA in place)

### Footprint reduction thanks to WAHA (t CO<sub>2</sub>e)



With the emissions and sample size calculations, we proceeded to calculate the inference for all wage earners (88,476) by region.

It should be noted that the number of responses is a limitation in calculating an accurate footprint, although the size of the sample selected has been increased from previous years, it constitutes 41.4% of the total recipients of the survey.

Atento