

**Industry:**

Human Capital Technology

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First Analysis

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www.firstanalysis.com**First Analysis portfolio company Yello honored for the second year in a row by ITA CityLIGHTS Awards**

CHICAGO – October 2, 2017 – First Analysis portfolio company Yello, the leading talent acquisition software company, has been honored with the Rising Star Award at the 2017 Illinois Technology Association (ITA) CityLIGHTS Awards. Yello received the Outstanding Technology Development award in 2016. The ITA CityLIGHTS Awards, in its 18th year, is the premier annual event in Illinois that celebrates and honors achievements from the local technology community.

The Rising Star Award is presented to the company with the strongest potential to emerge as a leader in the technology industry (\$5 to \$25 million in annual revenue).

First Analysis Managing Director and Yello board member Corey Greendale commented, "We congratulate Yello on this well-deserved recognition. It's been immensely gratifying to be able to support the outstanding Yello team as they've grown this company. The team has done a great job building a technology platform that humanizes the candidate experience and makes the recruiting process more effective and efficient for leading employers, while simultaneously building a culture that's made it an employer of choice in Chicago. We look forward to continuing to work with this emerging leader in the human capital technology sector."

At First Analysis, Greendale and his colleagues have authored and published several groundbreaking white papers on emerging companies and technologies in the human capital tech sector. This work helped the firm identify Yello early on as a strong human capital tech contender with a transformative technology platform. First Analysis has since drawn on this extensive and ongoing sector research in helping guide Yello's growth and development. This approach is characteristic of nearly all the firm's investments in its portfolio companies.

Yello recently closed a \$31 million series C funding round, led by new investor JMI Equity with participation from First Analysis, which first invested in 2014. Yello will use the new funds to accelerate the growth of its talent acquisition platform.

About Yello

Yello enables companies to humanize the candidate experience. Yello's talent acquisition platform empowers recruiting departments to provide unprecedented speed and transparency throughout the candidate journey. Founded in 2008, Yello supports hundreds of organizations globally by serving as a key strategic partner in optimizing their recruiting operations and talent relationship management. For more information, please visit yello.co.

About First Analysis

[First Analysis](http://www.firstanalysis.com) is a leading venture capital investor, now in its fourth decade of venture investing and investing from its 13th fund. We use our integrative research process to uncover and leverage the best opportunities in emerging high-growth segments in technology and healthcare for the benefit of the

investors and growth companies we serve, as well as our broader society and environment. The integrative research process drives success by unifying naturally divergent perspectives, capabilities, skillsets, and relationships. The process integrates 1) dynamic investment research on thousands of publicly traded and privately held companies with 2) thousands of relationships among executives, investors, and other key participants in our focus areas, yielding a deep, comprehensive understanding of each segment's near-term and long-term potential. We help established companies become profitable leaders in large markets, funding growth plans and working closely with management in areas including strategy, recruitment, sales and marketing, and corporate development. Our flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective.