

**Industry:**

Human Capital Technology

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First Analysis

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www.firstanalysis.com**First Analysis SaaS recruitment portfolio
company Yello adds to Series B round**

CHICAGO – September 12, 2016 – Yello, the leading talent acquisition software company, recently raised an additional \$4.2 million in Series B funding, led by long-time First Analysis partner firm, Argentum. First Analysis also participated in the round, which will be used to further capitalize on the strong growth the company is seeing, with investments in engineering, sales and marketing.

Yello's annual recurring revenue during the past 12 months is up by more than 70%, demonstrating Yello's commitment to scaling its operations and product development roadmap and reinventing on a global scale the way enterprise companies acquire top talent.

"Yello's strong revenue growth signifies how well-received our products are in the marketplace, meeting the recruiting needs of enterprise companies," said Dan Bartfield, president and co-founder of Yello.

In the past 12 months, Yello's employee headcount has grown by more than 100%. "Yello's growth highlights our dedication to reinvesting in product development and innovation, furthering our commitment to ensuring our client-partners will always be ahead of the curve in talent acquisition technology," said Jason Weingarten, CEO and co-founder of Yello.

First Analysis Managing Director and Yello board member Corey Greendale commented, "It's immensely rewarding to see Yello achieving the potential we saw in the company when we first invested in 2014. We look forward to continuing to support this hard-working, talented team as they drive forward with their compelling vision for turbocharging talent acquisition."

Yello's broad client base, including 75 Fortune 500 companies and many high-growth businesses, uses the company's software to attract, engage and nurture top talent. Yello works with companies to integrate talent acquisition software into their strategic initiatives, ensuring the gaps in their recruitment processes are filled.

About Yello

[Yello](#) is the Chicago-based software leader that is radically reinventing recruiting. Employers of all sizes – from Fortune 500 multinationals and large public sector organizations to high-growth early stage companies – rely on Yello to manage and mobilize their recruiting processes. Previously known as Recsolu, Yello's considerable experience includes campus, professional, high volume and specialty recruitment. When you're ready to say hello to your next great hire, think Yello.

About First Analysis

[First Analysis](#) has one of the longest records (30+ years) in venture capital investing and has invested more than \$750 million across 12 funds in three fund families. First Analysis excels at uncovering and leveraging the best opportunities in emerging high-growth segments in technology and health care for the benefit of the investors and growth companies we advise and serve as well as our broader society and environment. Integrated public and private company research underpins our success, yielding a deep,

comprehensive understanding of each segment's near-term and long-term potential. First Analysis helps 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. Its flexible approach targets investing \$3-10 million as lead investor or as a syndicate partner who brings valuable perspective.