



YABBLE RAISES \$1.3m SEED ROUND TO GROW DATA MARKETPLACES GLOBALLY

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Data and insights platform Yabble has closed its first capital raise with new Aotearoa venture capital fund Hillfarrance leading the round.

Already one of New Zealand's leading research and data providers, Yabble is on a mission to transform the way data is bought and sold with consumers and brands.

With the injection of capital, the Yabble team led by founders Kathryn Topp and Rachel O'Shea are expanding the business both in depth of offer and geographies. "We're excited to be leading Yabble into the fast growing data economy, enabling brands and consumers to monetise data in partnership with each other. Creating richer data and deeper insights to drive brands decision making", said Topp.

Rob Vickery, Founder and Managing Partner at Hillfarrance jumped at the opportunity to make Yabble the first investment from their new fund. "Hillfarrance is focused on investing in and supporting Kiwi founders who are solving gigantic problems with really clever usages of data. Integrating machine learning and natural language processing into the product to create rich, multidimensional data that can lead to a research world without questions. This voyage is going beyond the current boundaries of artificial intelligence and is one that will make New Zealand proud and we are honoured to be part of it."

Joining Hillfarrance in the round are other leading NZ investors including Movac, New Zealand Growth Capital Partners, Enterprise Angels, other Angel networks and high net worth individuals.

David Beard, Partner at Movac goes on to say "Yabble has two great founders who have taken on the challenge to become world leaders in connecting consumers with brands for insights in new and rewarding ways. Movac has previously invested in marketplace solutions (including TradeMe and Givealittle) and we like the network effects that Yabble creates."

New Zealand Growth Capital Partners (NZGCP) were also delighted to join the round, "we were impressed with Yabble's innovation around brand and consumer collaboration, data security, and development of a tech platform that has the potential to scale internationally", said Marcus Henderson, Investment Director.

Pleasingly, New Zealand's Angel Investment community also saw great value with Yabble. Nina Le Lievre, CEO at Enterprise Angels shared "we're excited to add Yabble to our portfolio. The company has impressive traction, high calibre clients and a highly experienced team. During the recent turbulent times, it was encouraging to see its growth accelerating; this made our decision much easier".

The capital goes towards technology build of the Yabble data marketplaces, launch of the consumer app in Quarter 1 2021 and expansion into the valuable US \$72B insights and research market. The future is bright for this data and insights leader.

Find out more at www.yabblezone.net

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