

## PRESS RELEASE

### **Sonru, the multi-award winning video interview platform, secures major investment by Saphir Capital Partners**

**Luxembourg/ London- 30 September 2014** - Video interview specialist Sonru, has secured investment arranged by Saphir Capital Partners, the international growth capital investor. The investment comes at a time of unprecedented demand for Sonru's award-winning services and will support the company's ambitious international growth plans.

The investment will enable Sonru to consolidate its position as market leader in the UK and Europe, while strengthening its international capabilities within the core Asia-Pacific region and facilitating further expansion into North America.

Founded in 2007, Sonru has grown at a rapid rate and in addition to its head office in Co. Wexford, Ireland; it now has offices in London, Singapore, Australia and South Africa with representation in Malaysia, New Zealand, USA and Dubai.

The last 12 months have been the company's most successful to date. There has been a 248% rise in the number of new companies taking up Sonru's services, and the company now proudly boasts a clutch of Fortune Global 500 companies among its client portfolio, including Volvo, Nestlé, CERN, and Tesco Bank.

Ed Hendrick, CEO of Sonru, commented: "We are at an exciting juncture in our company's history. I believe that Saphir are the perfect partners to help us to take Sonru to the next level in our continued evolution and cement our position as a global leader in the field of video recruitment interviewing and selection. Sonru was an early pioneer in this space and through continued investment in refining and developing our technology; we have ensured that we continue to provide the most advanced yet user-friendly video interviewing solution for employers and candidates alike. This means employers can hire better, faster, and more cost-effectively."

John Penning, Managing Director of Saphir, commented: "We are delighted to be investing in a team which has proven that it has the entrepreneurial flair, drive and focus to take Sonru to the next level and become the dominant player in its market."

With an impressive conversion rate from product trial to adoption, Sonru clients are evangelical about the benefits this game changing technology has brought to their recruitment processes. Major benefits include faster recruitment cycles, reduced interviewing costs, convenience and the elimination of scheduling and conducting phone interviews. See [www.sonru.com](http://www.sonru.com) and [www.saphircapitalpartners.com](http://www.saphircapitalpartners.com) for more information.

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#### **About Sonru**

Sonru is a global leader in the field of video interviewing and selection. Sonru is headquartered in Co. Wexford, Ireland, has regional offices in the UK, Singapore, Australia and South Africa and has representation in Malaysia, New Zealand, USA and Dubai. The name Sonru stems from the Irish phrase "Bí le sonrú" which means to "stand out", their automated video selection tool enables interviewees to do just that.

Recently recognised by both Gartner and Bersin as a leader in this space, Sonru has established the effectiveness and validity of using video in the recruitment process. Fortune Global 500 companies are innovating in their talent acquisition processes by using Sonru's video interview solution.

**About Saphir Capital Partners**

Saphir is an independent private equity house with offices in Luxembourg, London and Paris, owned by its partners. It targets companies where the management teams and key shareholders seek active, hands-on support in the development of their businesses, in addition to capital. Further information can be found at [www.saphircapitalpartners.com](http://www.saphircapitalpartners.com)