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Oria Capital invests R\$40 million in Gupy, leading HR Tech software solution

Oria Capital, a leading private equity manager specializing in B2B technology investments in Brazil, announced an investment of R\$ 40 million (approximately \$7 million) in Gupy, a leader in recruitment and selection of online candidates through artificial intelligence. This contribution marks a new phase for Gupy, which will use the group's strategic contribution and support to accelerate growth – its operation tripled in 2019 and revenue grew revenue by 25% in the first quarter of 2020 alone.

Founded in 2015 by entrepreneur Mariana Dias and 3 other co-founders, the company has constantly developed and refined its software capable of enabling HR to hire candidates with at least 60% more efficiency, which quickly made it a reference in intelligent and remote selection processes - essential to the current isolation scenario. The core of the platform is its proprietary Artificial Intelligence solution, called Gaia. With more than 10 million users, the high volume of data constantly optimizes its own algorithm to reduce hiring biases, facilitate diversity, and promote process efficiency.

Paulo Caputo, partner at Oria Capital, says: "We believe Gupy has strong competitive differentials to maintain leadership in online hiring, and will accelerate HR's digital transformation through robust technology and high added value services for its customers, evidenced by a *churn* of less than 1%, even during the crisis. The proven business model, solution edge, and our ability to assist them in this moment of inflection make Gupy an excellent addition to our portfolio. Finally, the company is led by a visionary and vibrant team with proven execution and adaptability."

According to Mariana Dias, CEO and founder of Gupy: "This is a strategic investment which will allow us to expand our solutions at the very moment HR platforms need it most. Oria is the ideal investor to help us chart our path in the coming years. It is a very robust fund, with unparalleled experience in the technology market; the team has been working together for more than 25 years in the sector, having experienced many economic and technological cycles in Brazil and globally. We are thrilled to have them as partners in this new chapter."

With the amount raised, the company will increase investments in technology in order to further help HR with the digitization of hiring. "We have the great mission of making talent

management in Brazil agile, fair and charming and this investment will help us to offer more tools to a sector that, for years, has demanded innovation", concludes Mariana.

About Gupy: Gupy is a leader in applicant recruitment systems based on Artificial Intelligence in Brazil. By leveraging its Artificial Intelligence and People Analytics solutions, and a great focus on user experience, the software facilitates recruitment processes by identifying applicant profiles with greater fit for open positions. The company's mission is to transform the recruitment experience into a simple and precise process for candidates, in addition to enabling HR departments and hiring managers to quickly fill a job opening with the talent most adherent to the position profile. With clients such as Ambev, Grupo Pão de Açúcar, Sicredi, Vivo, Cielo and Renner and operations in five countries, the company was part of Telefónica Open Future acceleration initiative in 2015 and currently has investments from Canary, Yellow Venture, Maya Capital, Valor Capital and Oria Capital.

About Oria: Founded in 2008 by professionals with over 30 years of experience in the sector, Oria Capital is a private equity manager specialized in technology investments – primarily focused on B2B/enterprise software companies with high growth and consolidated recurring revenues. Oria currently manages an investment portfolio valued at R\$ 1Bi in 12 companies from various sectors. The team has participated and led more than 40 transactions totaling over R\$ 2Bi in Latin America, including IPOs, follow-ons and M&As.

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