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**CAPITAL D TAKES MAJORITY STAKE IN VONQ**

- **capital D acquires 54% stake in disruptive recruitment marketing technology business that enables corporates to accelerate talent sourcing and reduce cost**
- **VONQ, based in Rotterdam, the Netherlands, is delivering growth of 30% p.a.**
- **Founders and capital D jointly commit additional follow-on capital to accelerate growth**

VONQ, a European smart recruitment technology leader, has sold a majority stake to capital D, the private equity fund investing in disruptive mid-market companies across Europe.

VONQ's market opportunity is large, with approaching 3 million job vacancies open in its core markets at June this year. With the ever-increasing talent shortage on a global scale, VONQ's recruitment marketing technology enables companies to bypass the expensive, slower recruitment agency model and market to potential recruits with pinpoint accuracy.

VONQ's commercial objective is to apply its technology to enable corporate recruiters to attract the right talent themselves without administrative burden. By integrating with more than 2,000 job boards, VONQ's recruitment marketing platform addresses the major challenges of the traditional recruitment agency model - cost and speed to hire - whilst ensuring quality of candidates. VONQ's technology is powered by a media recommendation algorithm, that leverages performance data insights and elaborate analytics to create channel recommendations and measure performance. Equipped with this analysis, the VONQ platform empowers recruiters to post advertisements automatically and programmatically. VONQ also assists clients in improving their employer brand profile with carefully targeted awareness campaigns across digital platforms.

VONQ serves approaching 1,000 corporate clients, including more than 250 large enterprises, many of them household names, with whom VONQ has longstanding relationships, such as Lidl and BMW Group among others.

Wouter Goedhart, Co-founder and CEO of VONQ, said: “We are delighted to have secured this significant investment from capital D. The team has real insights into the fast changing recruitment sector and proactively approached us more than a year ago. We see this as a great opportunity to continue to empower hiring teams to attract the right applicants. In capital D, we’ve found a partner that can further accelerate our growth and help us increase the reach of our recruitment marketing technology on a global scale. We look forward to working with them to build our position in our existing markets and further extend our reach globally.”

Jean-Marc Jabre, Co-founder of capital D, said: “Our focus is on business models that transform industries. VONQ and its leadership team have created an outstanding platform in HR Tech. We see in VONQ the opportunity to become a platform that redefines and resets recruiting for enterprise clients and we look forward to partnering with the team.”

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### **About capital D**

capital D is a pan-European private equity fund manager founded in 2017 to focus on investing in mid-market companies that show clear evidence of transforming legacy business models or have demonstrable potential to do so. Agile companies are disrupting industries across almost every sector. capital D seeks to be their partner of choice and has a distinctive approach integrating three competencies: intelligence, investment and impact.

capital D seeks to invest €20 to 60 million alongside founders/ managers who are making the future today. This transaction represents capital D’s second platform investment and follows the acquisition of a majority stake in Invincible Brands, a leading digital native brands group in Europe, focussing on beauty, health and wellness.

[www.capitalD.com](http://www.capitalD.com)

### **About VONQ**

VONQ empowers hiring teams to attract the right applicants.

Operating from four offices in Rotterdam, Amsterdam, Dusseldorf and London, VONQ offers recruitment marketing technology to turn passive and active candidates into qualified applicants. Being the global gateway to attract applicants, our fully algorithm-powered technology offers recruitment teams access to all the media channels in the world and helps them select the most relevant channels for their jobs. To steer recruitment teams' success, we offer performance data analytics and job market insights - all possible to access via their ATS or as a stand-alone solution.

[www.VONQ.com](http://www.VONQ.com)