



Yello Mobile

Yellomobile is an innovative mobile media company in South Korea comprised of more than 40 companies including Coocha (mobile commerce), Alammon (a morning call service), 1km (a social dating application), Emotion (a web agency), Innobirds (An SNS agency), etc. Since its establishment in August 2012, it has achieved rapid growth due to its values of collaboration and co-existence as well as its focus upon mobile services which connect users' lifestyles.

Overview:

Geographic Region: South Korea

Industry: Mobile & telecommunications

Company Website: <https://www.yellomobile.com>

CEO: Lee Sang-hyuk

Investors:

Macquarie Capital

Formation 8

SBI Investment

Funding Rounds

Date	Transaction Type	Lead Investors	Number of Investors	Capital Raised
11/11/2016	Convertible Note	Macquarie Capital	1	\$10M
02/16/2016	Convertible Note	SBI Investment	1	\$30M
12/14/2015	Convertible Note	Formation 8	1	\$47.2M
11/10/2014	Venture Round	Formation 8	1	\$100M