



Video and AI Partnership Transforms Hiring

bowmo™ Announces the Acquisition of Interview Mastery® to Improve Hiring Speed and Quality While Enhancing the Candidate Experience

FOR IMMEDIATE RELEASE

NEW YORK, NY, JUNE 1, 2021 – bowmo™, Inc., a New York City–based Software as a Service (SaaS) HR-Tech Platform (“bowmo™,” “Company”) today announced the acquisition of Interview Mastery®, the world’s most popular video programs used by staffing firms, job seekers, and employers to increase hiring speed and quality. The acquisition of Interview Mastery® is the second transaction closed by bowmo™ to build a vertically integrated business model (VIBM) in the HR-Tech market through M&A strategy.

Until now, hiring has remained one of the most inefficient business processes for all industries. Massive resources, including personnel, money, and time, have been involved in recruiting for all positions, from technical professionals to C-level executives.

Combining AI-powered candidate sourcing, Recruiting as a Service (RaaS), and cloud-based video e-learning programs, recruiting firms and employers now have integrated, proven tools to hire more qualified individuals faster, increase hiring productivity, reduce “bad-hire” risks, save money, and increase candidate engagement.

In addition, clients will be able to get assistance across all recruiting functions, such as job-description development, branded career-page management, preemployment and cultural assessments, and a video-interview platform—all managed by a team of experienced recruiters.

With the bowmo™ technology platform at the core performing the matching and sourcing—empowered by the Interview Mastery® resources and capabilities—bowmo™ is reshaping how businesses find talent and provide a quality on-demand experience, like no other competitors within this space. The bowmo™ platform can enhance recruiting agencies and midmarket RPOs, generating massive growth and scale.

Michael Neece, the CEO at Interview Mastery, said, “Our companies [Interview Mastery® and bowmo™] share a passion to significantly improve hiring productivity for everyone involved during the hiring journey, including employers, staffing firms, and candidates. Sourcing and interviewing consume the majority of time, money, and resources to hire the best people rapidly. This partnership provides clients with an integrated solution to win the best talent.”

Eddie Aizman, the CEO at bowmo™, stated, “bowmo™’s vertically integrated HR-Tech business model combines artificial intelligence, e-learning applications, and other technologies with person-to-person services [Recruiting as a Service] that increase the speed and quality of hiring. A continually growing and expanding library of on-demand coursework, guided projects, and recruiter training content further boosts bowmo™’s competitive differentiation as a vertically integrated business capable of serving all

stakeholders in the fast-growing HR-Tech market. Adding Interview Mastery® to our product suite, we now serve as a hub for everyone involved in the hiring process while delivering great value to customers.”

About Interview Mastery® (<https://www.interviewmastery.com/>)

Interview Mastery®, headquartered in New York City, delivers cloud-based video programs that help staffing firms place more candidates rapidly, and help employers hire better individuals 47 percent faster, while reducing risks and lowering costs. Used by 56,000 people in 75 countries, Interview Mastery® is the world’s most widely used SaaS video e-learning app for recruiters, employers, and job seekers.

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About bowmo™, Inc.: (<https://www.bowmo.com>)

bowmo™, Inc., is dedicated to the talent-engagement and career-search industry. Utilizing its proprietary, AI-based talent/job-matching engine, bowmo™ has taken career/candidate matching to a new level. No longer do companies seeking talent have to utilize multiple job boards with archaic keywords and Boolean-initiated searches. With bowmo™, recruiting agencies and corporate-talent engagement professionals need only upload a job description to connect to hundreds of millions of candidates from the largest job boards. bowmo™ requires just one job-description upload, matching candidates to positions in real time within minutes.

In response to the pandemic, bowmo™ is turning its search engine around. In the near future, job seekers will be able to access a large pool of open jobs within the bowmo™ platform by simply uploading their résumés into the bowmo™ job-matching portal. bowmo™ will match candidates to millions of open positions within their areas across multiple job boards. There will be no need to subscribe to multiple boards and manage each one separately—bowmo™ will consolidate it all, reading the résumés and finding jobs that match the skills and experience of the applicants.

With bowmo™, both job seekers and talent-hiring professionals can access a single-source software that serves both groups with unparalleled services—24 hours per day, 7 days per week. The bowmo™ V-RPO also provides an on-demand video-interview portal and assessment tools.

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