



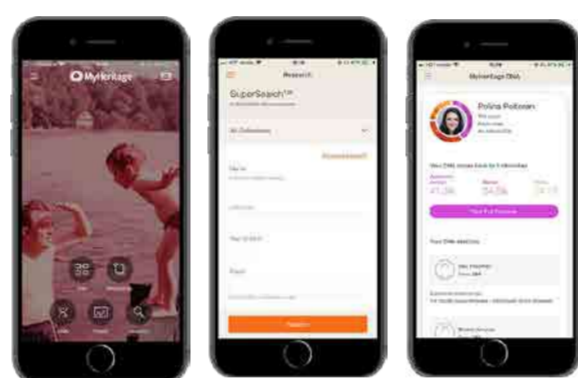
MyHeritage is the leading global discovery platform for exploring family history, uncovering ethnic origins, finding new relatives, and gaining valuable health insights. As the world's only integrated service that combines family history and DNA testing for genealogy and health, MyHeritage is uniquely positioned to offer users a meaningful discovery experience that unites their past, present, and future.

www.myheritage.com



Web

Personal family sites with family trees, photo storage and tagging, Pedigree View, and advanced genealogy features including Global Names Translation and Consistency Checker



Mobile

Free mobile app that syncs with the user's online tree and offers unique features including a Photo & Document Scanner and a Barcode Scanner for activating DNA kits



DNA test

Simple cheek swab (no blood or spit). Results are ready in 3–4 weeks and include a percentage breakdown of ethnic origins, matching to relatives through shared DNA, and 27 personalized health reports estimating genetic risk and carrier status.

TECHNOLOGIES



Smart Matching™:

Automatic matches between people in different family trees reveal new information



Record Matching:

Automatic matches between people and historical records



Instant Discoveries™:

Adds a whole new branch to a family tree in one click



SuperSearch™:

Search engine for historical records and documents



Ethnicity Estimate:

A breakdown of what percentages of your DNA are estimated to originate from each of our 42 supported ethnicities — more than any other service



Chromosome Browser:

A graphical representation of your chromosomes that allows you to map shared DNA segments that you and up to 7 DNA Matches have in common



DNA Matching:

A list of people who are likely to be your relatives, based on shared DNA that you might have inherited from common ancestors

PRO BONO PROJECTS



Restitution of looted assets:

Returning heirlooms from WWII to their rightful owners



Tribal Quest:

Documenting family histories and cultures of remote tribes



DNA Quest:

Reuniting adoptees with their biological families

150

MILLION
USERS WORLDWIDE

47

MILLION
FAMILY TREES

9.8

BILLION
HISTORICAL
RECORDS

3.6

BILLION
PEOPLE IN
FAMILY TREES

450

EMPLOYEES

6

INTERNATIONAL
OFFICES

10

COMPANIES
ACQUIRED

EXECUTIVE LEADERSHIP TEAM



Gilad Japhet Founder and CEO

Dr. Yaniv Erlich Chief Science officer

Smadar Levi Chief Financial Officer

Aviram Levi Chief Marketing Officer

Russ Wilding Chief Content Officer

Elad Avrahami Chief Information Security Officer

Sagi Bashari Chief Technology Officer

Investors: Bessemer Venture Partners · Index Ventures · Accel Partners

Funds raised: \$49 million

Offices: Tel Aviv, Israel · Or Yehuda, Israel · Lehi, Utah · Burbank, California · Toronto, Canada · Kiev, Ukraine · Kiev, Ukraine · Lviv, Ukraine

Contact us: marketing@myheritage.com, +1-877-432-3135

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