

MyHeritage is the leading global destination for family history and DNA.

As technology thought leaders, MyHeritage has transformed family history into an activity that is accessible and instantly rewarding. Its global user community enjoys access to a massive library of historical records, the most internationally diverse collection of family trees and groundbreaking search and matching technologies. Through MyHeritage DNA, the company offers technologically advanced, affordable DNA tests that reveal users' ethnic origins and previously unknown relatives. www.myheritage.com



Web

Personal family sites with family trees and photo storage



Mobile

On-the-go family history with the MyHeritage app

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

Search Connect™: Enables users to connect with others searching for the same person

SuperSearch™: Search engine for historical records and documents

Global Name Translation™: Translates names from any language to any language

91

MILLION

Users

40

MILLION

Family trees

8

BILLION

Historical records

2

MILLION

Profiles added daily

370

Employees

9

Acquisitions



EXECUTIVE LEADERSHIP TEAM

Gilad Japhet
Founder and CEO

Dr. Yaniv Erlich
Chief Science officer

Aviram Levi
Chief Marketing Officer

Smadar Levi
Chief Financial Officer

Russ Wilding
Chief Content 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