



MyHeritage is the leading global discovery platform for exploring family history and gaining valuable health insights. With billions of historical records and family tree profiles, and sophisticated matching technologies that work across all its assets, MyHeritage provides users with a meaningful discovery experience uniting their past, present, and future.

Enjoy MyHeritage from your web browser, mobile devices, and desktop.



Family Trees and Historical Records

Watch your family tree come to life with powerful search and matching technologies, and discover new details about your ancestors.

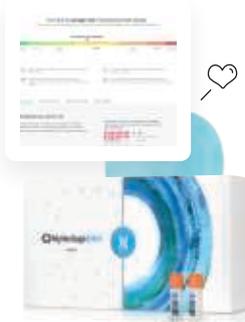
- **Smart Matches™:** Receive matches to other family trees that can add new details to your family tree
- **Record Matches:** Receive matches between historical records and individuals in your family tree
- **SuperSearch™:** Learn about your ancestors in MyHeritage's search engine of 12+ billion global historical records, family trees, and more
- **Instant Discoveries™:** Add entire branches to your family tree in a single click
- **MyHeritage In Color™:** Colorize black and white photos to bring your family history to life



MyHeritage DNA

Harness the power of DNA testing to learn more about where you come from and forge exciting new connections.

- **Ethnicity Estimate:** Receive a percentage breakdown of your ethnic origins and discover where your ancestors came from
- **DNA Matching:** Find relatives you never knew existed through your shared DNA
- **Advanced DNA features:** Explore and understand your relationship to your DNA Matches



MyHeritage Health

Gain valuable insights about genetic health risks with dozens of comprehensive reports.

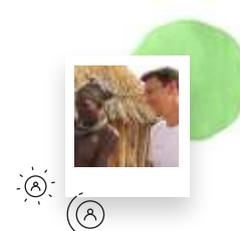
- **Polygenic risk scores** examine thousands of variants from across the genome to determine genetic risk for heart disease, high blood pressure, type 2 diabetes, and more
- **Genetic risk reports** evaluate your risk for developing conditions such as hereditary BRCA cancers and late-onset Alzheimer's disease
- **Carrier status reports** assess whether you are a carrier for hereditary conditions that could be passed to your children

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



110 MILLION
users

50 MILLION
family trees

3.5 BILLION
profiles

4 MILLION
DNA database

12.2 BILLION
historical
records

450
employees

6
international
offices

9
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

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

Updated June 2020