



MyHeritage is the leading global platform for discovering family history. With billions of historical records, millions of family trees, and sophisticated matching technologies that work across all its assets, MyHeritage provides users with a meaningful discovery experience uniting their past, present, and future.

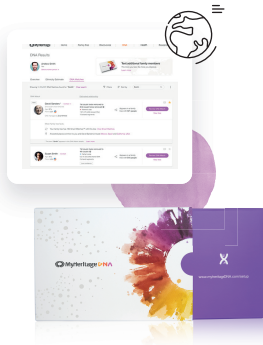
Enjoy MyHeritage from your web browser, mobile devices, and desktop.



## 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
- **Historical record search engine:** Learn about your ancestors in MyHeritage's database of 15+ billion global historical records, family trees, and more
- **Instant Discoveries™:** Add entire branches to your family tree in a single click
- **Photo features:** Bring historical photos to life through groundbreaking AI technologies such as Deep Nostalgia™, Photo Repair, MyHeritage In Color™, and the MyHeritage Photo Enhancer



## MyHeritage DNA

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

- **Ethnicity Estimate & Genetic Groups:** Receive a percentage breakdown of your ethnic origins and pinpoint where your ancestors came from across 2,114 geographic regions
- **DNA Matching:** Find relatives you never knew existed through your shared DNA
- **Advanced DNA features:** Explore and understand your relationship to your DNA Matches

**94 MILLION**  
users

**81 MILLION**  
family trees

**4.7 BILLION**  
profiles

**5.2 MILLION**  
DNA database

**15.7 BILLION**  
historical  
records

**550**  
employees

**6**  
international  
offices

**12**  
companies  
acquired

## The MyHeritage Lab

MyHeritage built one of the world's largest COVID-19 laboratories to dramatically scale up Israel's testing capabilities and save lives.

- Commissioned by Israel's Ministries of Health and Defense
- Set up in a record time of 3 weeks
- Currently processes up to 20,000 tests per day

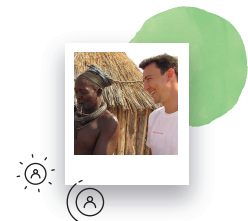


## Pro bono projects

**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



## EXECUTIVE LEADERSHIP TEAM



**Gilad Japhet** Founder and CEO

**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

**Ran Levy** VP R&D

**Maya Lerner** VP Product

**Aaron Godfrey** VP Marketing

**Michal Konig** VP HR

**Yakir Lasry** VP Customer Relations

**Ran Michnowski** VP Operations

**Asaf Younger** VP MyHeritage Lab



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

Contact us: [marketing@myheritage.com](mailto:marketing@myheritage.com), +1-877-432-3135