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 16+ 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

- **99 MILLION** users
- **16.8 BILLION** historical records
- **84 MILLION** family trees
- **1 MILLION** annual subscribers
- **5.7 MILLION** DNA database
- **640** 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
- The lab has processed over 6.5 million tests

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 Chief R&D Officer

Maya Lerner VP Product
Aaron Godfrey VP Marketing
Michal Konig VP HR
Yakir Lasry VP Customer Relations
Ran Michnowski VP Operations
Lina Purits VP Legal
Asaf Younger VP MyHeritage Lab

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