



Discover your past,
empower your future





Discover your family history with MyHeritage

My passion for family history began when I prepared a genealogy school project at the age of 13. Twenty years later, I decided to take a break from my career and dedicate six months to working on my family tree. Not satisfied with the software on the market at the time, I started developing my own family tree software in my home. Then I had a eureka moment and decided to transform my hobby into a full-time career, and create a startup centered on genealogy.

I assembled a small team to work on the project and we moved to a bigger space — in a nearby barn. With chickens clucking in the background, MyHeritage was born. My team completed our software, translated it into six languages, and made it available for free. Our dream was to create a family history service that would connect the whole world.

That was 2003. Fast forward to the present, MyHeritage is now an extended family of hundreds of employees, serving more than 95 million users — but our friendly family spirit remains the same. We've expanded our international platform and made it available in 42 languages. MyHeritage is now the leading global discovery platform for exploring family history, uncovering ethnic origins, finding new relatives, and improving historical photos. With millions of family trees, a robust DNA database, and billions of historical records, it's easier than ever to trace your family history on MyHeritage.

I hope you enjoy your journey of discovery!



Gilad Japhet,
Founder and CEO

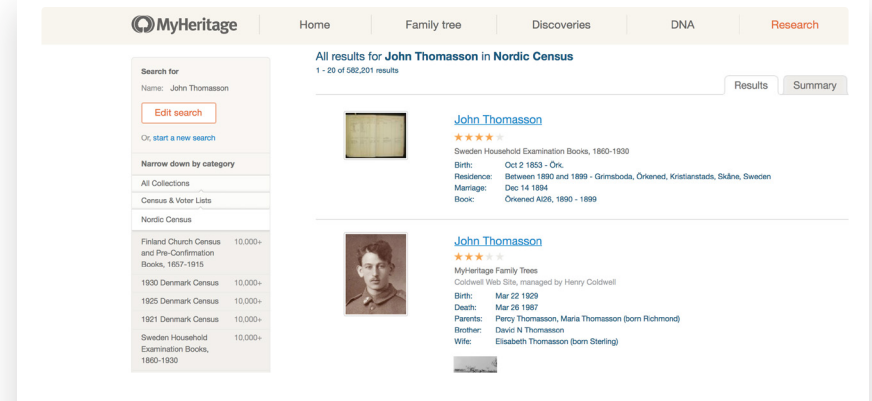
Getting started

MyHeritage makes it easy for you to build your family tree and start your family history research. MyHeritage's technology will help you grow your tree and uncover fascinating information about your ancestors using its historical records database. The MyHeritage DNA test will reveal your ethnic origins and uncover relatives you have never known before. Exciting discoveries await you and your family, and it all starts by entering a few names.

Family Tree

To create your family tree, visit myheritage.com. Simply enter your name and the names of your parents and grandparents and watch your online family tree come to life. The more details you add, the richer your family tree becomes.

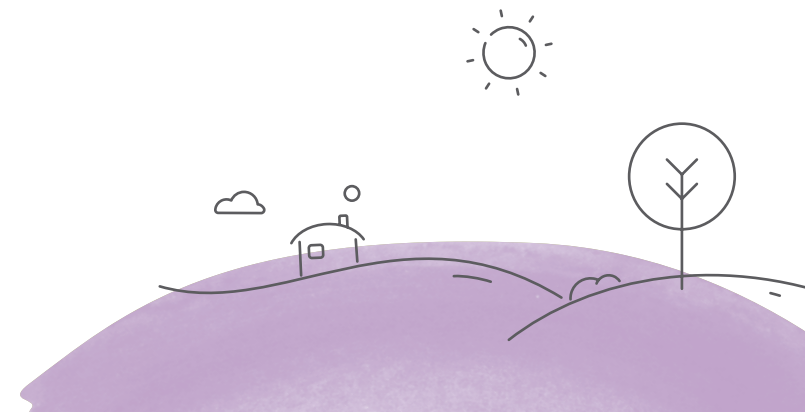
If you have a family tree on another platform, you can upload it as a GEDCOM file to MyHeritage. For more detailed instructions, visit the online Help Center at myheritage.com/help-center.



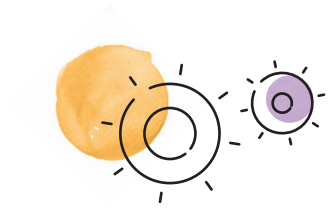
Historical records

Search 16.1 billion historical records using MyHeritage's historical record search engine.

Access billions of international birth, marriage, and death records; census records; newspapers and yearbooks; immigration records; gravestone images; family trees; and much more. Visit www.myheritage.com/research

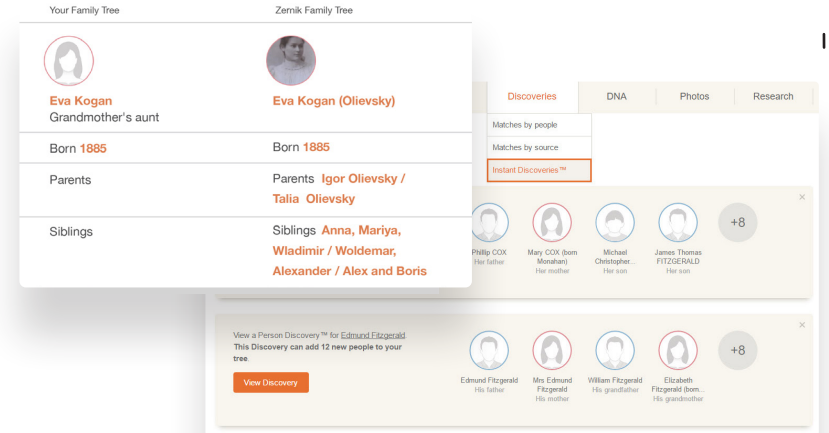


Powerful Technologies



Smart Matching™: Find new relatives and enrich your tree

Smart Matching™ technology compares your family tree to the millions of family trees in the MyHeritage database. When MyHeritage finds someone who appears in two different family trees, it notifies both tree owners that a match has been found. They can then review details about the match and save any new information to their own family trees. They can also contact each other to collaborate.



Instant Discoveries™ enables you to add an entire branch to your family tree with a single click, along with all of the associated facts and photos. Source citations are automatically created to document exactly where the data came from.

To protect users' privacy, the Instant Discoveries™ feature never imports the details of living people.



Record Matching:

Discover new information about your relatives



Innovative Record Matching technology automatically searches billions of historical records for individuals in your family tree and notifies you whenever a match is found, delivering new insights about your ancestors. Record Matches reveal new information including names, dates, relatives, and photos of your ancestors to enhance your family tree. Record Matching runs periodically to cover newly added historical record collections.

Unique research tools

Global Name Translation™: Search in one language and find records written in another language. Spelling variations and nicknames are also supported

Related Records: Finds additional records related to the record you are currently viewing

Search Connect™: Enables you to contact and collaborate with other genealogists who are searching for the same individuals you are currently researching



Groundbreaking photo features

MyHeritage's photo tools use AI-based technology to provide you with new perspectives on your family history.

MyHeritage In Color™: Colorizes your black and white photos or restores the colors in faded color photos



MyHeritage Photo Enhancer: Brings blurry faces in any photo into focus

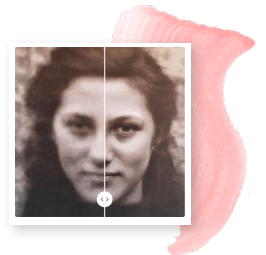
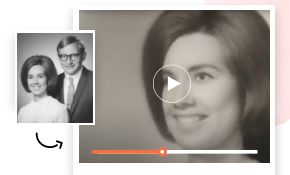


Photo Repair: Repairs scratched and damaged photos



Deep Nostalgia™: Animates the faces in your family photos so you can see your ancestors smile, blink, and move



MyHeritage DNA

The MyHeritage DNA test is easy to use, affordable, and is the #1 DNA test in Europe.

Ethnicity Estimate & Genetic Groups

Ethnic groups historically come from the same geographic regions and draw from a local gene pool. MyHeritage analyzes your DNA to determine which Genetic Groups you belong to across 2,114 geographic regions. Genetic Groups provide high-resolution insights into your ancestors' origins, pointing to a specific province, district, or region that your family came from.

DNA Matching

MyHeritage DNA's matching technology finds you new relatives based on the percentage of DNA that you share, and shows how closely related you are. You can connect with your newfound relatives to learn more about your family and discover shared ancestors.

How It Works

Collect a cheek swab and mail your sample to the lab. Your results will be ready on MyHeritage in 3–4 weeks.

Advanced DNA Features

Chromosome Browser

The Chromosome Browser maps your chromosomes graphically and visualizes the DNA segments that you share with your DNA Matches. It supports triangulated segments and helps you trace back the common ancestors who passed down shared DNA segments to you and up to 7 DNA Matches, simultaneously.



Shared Surnames

Ancestral surnames that you have in common with your DNA Matches are found automatically, giving you clues as to the identity of your common ancestor.

Shared Ancestral Places

Shared ancestral places are countries or U.S. states that appear in your family tree as well as in the family trees of your DNA Matches, where life events of your ancestors took place.

Theory of Family Relativity™

This revolutionary technology saves you dozens of hours of research by synthesizing billions of data points to craft multiple theories about how you and your DNA Matches might be related.

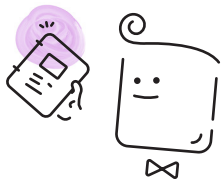
AutoClusters

This feature groups together DNA Matches who likely descend from common ancestors in a compelling visual chart. AutoClustering technology helps you explore your DNA Matches in groups, and offers new insights into branches of your family tree.

Upload Your DNA Data

If you tested with another service, you can upload your DNA data, and receive and contact DNA Matches, for free. A one-time fee will unlock the advanced DNA features listed here, and more.

MyHeritage plans



			 Best Value		
	Basic (free)	Premium	PremiumPlus	Complete	Data
Family tree size	Up to 250	Up to 2,500	Unlimited	Unlimited	Up to 250
Family Tree Builder	Basic Family Tree Builder	Premium Family Tree Builder	Premium Family Tree Builder	Premium Family Tree Builder	Basic Family Tree Builder
Smart Matches™	-	✓	✓	✓	-
Instant Discoveries™	-		✓	✓	-
Tree Consistency Checker	-	-	✓	✓	✓
MyHeritage photo features	-	-	-	✓	-
16.1 billion historical records	-	-	-	✓	✓
Record Matches	-	-	-	✓	✓
Advanced DNA features	-	✓	✓	✓	-

To see up-to-date prices, visit www.myheritage.com/pricing



Be the first to hear about
MyHeritage's latest features and
record collections:

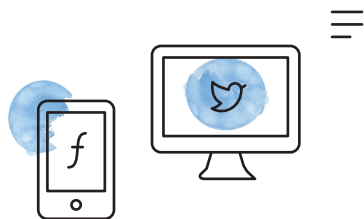
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MyHeritage by the numbers

- 95 million users worldwide
- 82 million family trees
- 16.1 billion historical records
- 5.4 million people in DNA database

Trusted by genealogists since 2003



We're international

Access MyHeritage in 42 languages and benefit from a huge global user base and international historical record collections. MyHeritage DNA kits are available in most countries around the world.

We do good

MyHeritage is well known for its pro bono projects. They include Tribal Quest (www.tribalquest.org), our initiative to document the family histories of tribal people for future generations; and DNA Quest (www.dnaquest.org), our project to help adoptees reunite with their birth families using 20,000 DNA kits that we donated.



Start your family tree today at www.myheritage.com

Order your DNA kit at www.myheritage.com/DNA