

WHY GA?

Our Structure and Philosophy Make Us Unique Business Partners

General Atlantic is not a fund. Our long-term capital comes from a stable group of ultra high net worth families and selected foundations and endowments. While we add new capital partners regularly, nearly half our capital currently comes from investors who have been with us for about a decade. Our investors have a long-term horizon consistent with our average investment period ranging from five to seven years.

This structure gives us flexibility in a number of areas, all of which benefit you. We are flexible when it comes to both making and exiting investments. We identify long-term investment trends and can patiently navigate through short-term turbulence and the challenges of growth. Our funding cycle does not impact your business because we do not have to time the market for liquidity. We are “patient capital” that focuses on making the right strategic decisions to help your business grow.

While our structure is critical to our investment strategy, our philosophy and investment approach make us unique in the industry. GA was founded in 1980, as a private investment firm by Chuck Feeney, a global entrepreneur and one of the world’s most notable living philanthropists. From the outset, our charter has been to identify growth companies and help management build its company’s leadership position. In most cases, the companies in which we invest do not need cash because they are highly profitable. But we have proven that growth companies can benefit significantly from a partner with global reach, deep sector expertise and an understanding of what it takes to build scale for success.

We add value by providing strategic advice, expertise and resources that enable the company to catch tailwinds to help accelerate growth while mitigating risk. We are recognized as true partners with management - not in operating roles, but as trusted expert advisors. Our mix of skills and experience comes from backgrounds in investment banking, strategic consulting and C-level operating roles in Fortune 500 companies.

Working together, our investment teams, Resources Group and Special Advisors provide integrated, customized support to meet the specific needs of each of our portfolio companies. Typically, we are both involved at the Board level and work directly with management on key initiatives. Importantly, we do not charge any fees for our active involvement.

Our focus is on growth, and our returns are driven by growth - not by leverage or financial engineering. In fact, the majority of our companies have no debt at all. Moreover, we are typically minority investors. Almost ten percent of GA’s total available capital is provided by its professional staff and Special Advisors, ensuring that our interests are well-aligned with our capital partners and with our portfolio company management teams. The only way we do well is if you do well.

Ours is a team-oriented, collaborative, “no ego” culture. Our firm’s structure supports this approach as all of us are compensated on overall firm performance, not performance by sector or region. And our philosophy of partnership is reflected in every GA professional whose source of pride is the success of our companies.

Finally, we are guided by our philanthropic heritage and the example of our founder. It is not enough to do well; it is also critical to make a positive impact, to improve society and to seek excellence in what we do.