Cathy Beaudoin Joins General Atlantic as Special Advisor

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General Atlantic, a leading global growth equity firm, announced today that Cathy Beaudoin, former President of Amazon Fashion, has joined General Atlantic as a Special Advisor. Ms. Beaudoin will work closely with General Atlantic's Global Retail & Consumer team and other sector investment teams to identify investment opportunities and support the firm's existing portfolio of companies.

General Atlantic's team of special advisors is comprised of senior executives from around the globe who share deep company-building expertise and best practices to support the firm in its goal of adding strategic value to growth companies as they seek to become market leaders. Special advisors deliver strategic, practical, and impactful support in the areas of revenue generation, operational excellence, and human capital to enable and sustain growth for the firm's portfolio companies.

"We are excited to welcome Cathy to General Atlantic and look forward to leveraging her extensive retail industry expertise," said Andrew Crawford, Managing Director and Global Head of Retail & Consumer at General Atlantic. "As we continue to expand our relationships with innovative companies across the sector, Cathy's extensive network and deep experience in e-commerce and brand-building and her proven track record of rapidly scaling businesses will make her a strong asset to General Atlantic."

"General Atlantic has an impressive history of partnering with fast-growing and entrepreneurial-minded companies to build globally renowned brands. I look forward to working with the entire General Atlantic team to identify these types of opportunities and support the firm's existing portfolio companies in their growth ambitions," said Ms. Beaudoin.

As President of Amazon Fashion for the last eight years, Ms. Beaudoin led the company's successful push to become one of the largest apparel retailers in the United States. Developing a bridge between the tech and fashion worlds, she brought hundreds of reputable brands to Amazon, elevated the store experience to engage customers, and worked closely with Vogue, The Council of Fashion Designers of America (CFDA), and other fashion leaders to establish Amazon as a strong industry partner. During her tenure, she led Amazon's 2012 sponsorship of the Met Ball, the opening of Amazon's 40,000-square-foot photo studio in Williamsburg, New York, and a multi-year partnership with the CFDA to sponsor New York Fashion Week: Men's.

Prior to joining Amazon in 2009, Ms. Beaudoin served as General Manager of Gap's Piperlime, the e-commerce shoe platform she founded in 2005. While at Gap, she held a number of senior marketing positions across the company's Old Navy and Banana Republic brands. Ms. Beaudoin began her career at Ogilvy One Worldwide. She holds a B.A. from Trinity College.

Drawing from 37 years of experience investing in nearly 300 global growth companies, General Atlantic partners with entrepreneurs and management teams who are building leading, high-growth businesses. The firm has $21 billion in assets under management as of June 30, 2017. General Atlantic focuses on investments across five sectors, including Internet & Technology, Financial Services, Business Services, Retail & Consumer, and Healthcare, with support from the firm's global team of experts. General Atlantic has deep expertise in the Retail & Consumer sector and is currently invested in leading global retailers including Authentic Brands Group, Grupo Axo, House of Anita Dongre, Tory Burch, and Zimmermann.

About General Atlantic

General Atlantic is a leading global growth equity firm providing capital and strategic support for growth companies. Established in 1980, General Atlantic combines a collaborative global approach, sector specific expertise, a long-term investment horizon and a deep understanding of growth drivers to partner with great

entrepreneurs and management teams to build exceptional businesses worldwide. General Atlantic has more than 110 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, and Singapore. www.generalatlantic.com

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