

# General Atlantic Appoints Aaron Goldman as Head of Financial Services and Software for EMEA

LONDON and NEW YORK - September 5, 2017

General Atlantic, a leading global growth equity firm, today announced the appointment of Aaron Goldman to Head of Financial Services and Software for the EMEA region. Mr. Goldman, who joined General Atlantic's New York Office in 2007, has relocated and will now be based in the firm's London office.

"We see strong potential for attractive growth equity investments in the EMEA region and are thrilled by the opportunity to further strengthen our team so that we are best positioned to continue to identify and partner with growth-stage companies across the region," said Gabriel Caillaux, Managing Director and Co-Head of EMEA. "As we continue to deepen our financial services and software expertise, Aaron's extensive knowledge of and experience investing in these sectors make him an exceptional asset to our EMEA team, our portfolio companies, and our prospective new investments across the region."

"From my experience helping to lead our investments in Adyen and Network International, I've seen first-hand the tremendous opportunities for growth companies in the EMEA region across both financial services and software," said Mr. Goldman. "I am thrilled by this opportunity to continue to support the firm's global efforts in these sectors and look forward to working with the EMEA team to further expand General Atlantic's reputation as a partner of choice for leading growth companies in the region."

Mr. Goldman joined General Atlantic's New York office in 2007 and has spent the past 10 years focused on global financial technology investments, with a focus on payments, e-commerce, and data analytics software.

Most recently, Mr. Goldman co-led the firm's 2014 investment in Adyen, a leading global payments technology company based in Amsterdam; its 2015 investment in Dubai-based Network International, a leading payment solutions provider in the Middle East and Africa; its 2015 investment in Billdesk, the largest electronic payments platform in India; and its 2016 investment in Clip, a leading payment solutions provider in Mexico. In addition, Mr. Goldman has been closely involved in the firm's global investments across the technology, software, and financial services sectors including Affinion Group, Avant, First Republic Bank, IHS Markit, Klarna, Mu Sigma, Net1, Pierpont Securities, and Sura Asset Management.

Prior to joining General Atlantic, Mr. Goldman spent five years with the growth equity team at the Fremont Group in San Francisco, where he made several investments in the internet, communications, and healthcare sectors and served as President and CFO of LPL Technologies, a growth company focused on the early diagnosis of ovarian cancer. Before joining the Fremont Group, he was an analyst in the leveraged finance group at Donaldson, Lufkin and Jenrette.

Mr. Goldman graduated with a B.S. in economics with a concentration in finance from The Wharton School at the University of Pennsylvania, and earned an M.B.A. from Harvard Business School. He currently serves as the General Atlantic shareholder representative for Adyen and as a board observer for Network International.

General Atlantic has been active in EMEA since 1989 and has invested \$6.2 billion in the region, as of June 30, 2017. The firm has 21 investment professionals in the region, with offices in Amsterdam, London, and Munich. 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's recent investments in the EMEA region include Argus Media, ControlExpert, Hemnet, Joe & The Juice, KäuferPortal, and Network International.

## **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 100 investment professionals based in New York, Amsterdam, Beijing, Greenwich, Hong Kong, London, Mexico City, Mumbai, Munich, Palo Alto, São Paulo, and Singapore. [www.generalatlantic.com](http://www.generalatlantic.com)

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