

Yoram Tietz to Join General Atlantic as Senior Advisor in Israel

Tel Aviv, Israel - December 13, 2022

Tel Aviv, Israel - December 13, 2022 - General Atlantic, a leading global growth equity firm, announced today that it has appointed Yoram Tietz as a Senior Advisor to the firm. Based in Tel Aviv, Mr. Tietz will provide strategic support and counsel for General Atlantic's investing platform in Israel, serving as a resource to portfolio companies and key point of contact for the firm's capital partners in the region.

Mr. Tietz will be retiring at the end of December from Ernst & Young (EY) Israel after serving as its Managing Partner for more than 15 years. For over three decades, Mr. Tietz has served as a respected advisor and mentor to Israeli founders and CEOs, acting as the Head of High-Tech Cluster at EY Israel since 2000 and personally counseling over 3,000 Israeli companies in that time. He also helped to build EY Israel into one of the country's leading consulting firms.

In addition to his professional accomplishments, Mr. Tietz is actively involved in philanthropic and community initiatives. He serves as Chairman of the Friends of Sheba Medical Center, the largest hospital in the Middle East and one of the preeminent hospitals in the world. He is also the Co-Founder and Chairman of Birthright Excel, a leadership program that seeks to bring highly talented Jewish young adults from around the globe to live and work in Israel.

"General Atlantic is thrilled to welcome Yoram as a key leader of our growing investing franchise in Israel," said Bill Ford, Chairman and Chief Executive Officer of General Atlantic. "We believe his deeply embedded role in the Israeli technology ecosystem will make him a significant asset to our global investment team, portfolio companies, and capital partner base, particularly as we aim to continue to expand the GA network in Israel."

"Yoram's long career nurturing the growth ambitions of entrepreneurs demonstrates his shared belief in the transformative power of technology and innovation," added Anton Levy, Co-President, Managing Director, and Chairman of General Atlantic's Global Technology Group. "We feel his perspective will be key as we seek to establish GA as a partner of choice in the market."

Yoram Tietz commented, "I have long admired General Atlantic as a steward of global entrepreneurship and backer of disruptive Israeli growth companies. I look forward to contributing to General Atlantic's efforts in Israel as the firm supports the next generation of visionary entrepreneurs seeking to take their businesses global."

Mr. Tietz graduated with a bachelor's degree in Economics and Accounting with Honors from the University of Tel Aviv.

General Atlantic opened its Tel Aviv office in April 2022. The firm has invested nearly \$1 billion in nine high-growth tech companies in Israel since 2019.

About General Atlantic

General Atlantic is a leading global growth equity firm with more than four decades of experience providing capital and strategic support for over 445 growth companies throughout its history. Established in 1980 to partner with visionary entrepreneurs and deliver lasting impact, the firm 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 scale innovative businesses around the world. General Atlantic currently has over \$73 billion in assets under management inclusive of all products as of September 30, 2022, and more than 215 investment professionals based in New York, Amsterdam, Beijing, Hong Kong, Jakarta, London, Mexico City, Miami, Mumbai, Munich, Palo Alto, São Paulo, Shanghai, Singapore, Stamford and Tel Aviv. For more information on General Atlantic, please visit the website: www.generalatlantic.com.

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