MARGO GEORGIADIS
President and CEO
&
DR. CATHERINE BALL
Chief Scientific Officer
We empower journeys of personal discovery to enrich lives

- Trusted, long-term relationships
- Customer-centric business model
- 30-year history of growth and innovation
## Ancestry is the global market leader

### #1 in Family History
3.5M subscribers and $1B in subscription revenue

- 116M family trees, more than 3.5x the nearest competitor
- Global leader in digitized historical records: 27B+ in 30,000 collections ($300M+ invested)
- Loyal and engaged base: ~30% of subscribers with Ancestry 4+ years and 68% have purchased AncestryDNA

### #1 in Consumer Genomics
18M samples in database (1.5x nearest competitor)

- 1000+ regions + traits and health insights
- Over 1 trillion network connections
- 27% have cross-sold into a Family History subscription
- Engaged network enables re-contact / collection of new data (370M+ phenotypic data points)
Over three decades of consistent innovation & growth

**Ancestry**

- Genealogy catalogs (1983)
- CD References (1997)
- First Census Images (2000)
- Ancestry.co.uk (2001)
- 1B records (2001)

**Ancestry Today**
(2004 – 2020E)

Sustained Family History growth

- Family History Revenue
- DNA Origins Revenue
- Subscribers (M)

<table>
<thead>
<tr>
<th>Year</th>
<th>Tiered Subscriptions</th>
<th>Global Expansion: AUS, CAN</th>
<th>Who Do You Think You Are</th>
<th>AncestryDNA Origins</th>
<th>Cloud Migration</th>
<th>1000+ Regions</th>
<th>Obits with AI</th>
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COVID-19:
Managing through uncertainty
## Managing through Uncertainty - Anchored in Mission and Values

<table>
<thead>
<tr>
<th>Open &amp; Frequent Communication: Employee Wellbeing and Safety</th>
<th>Business Continuity &amp; Customer Success</th>
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<tbody>
<tr>
<td>Community Support</td>
<td>Financial Flexibility &amp; Stability</td>
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</table>
Staying connected with Our People
<table>
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<tr>
<th>Weekly Leadership Updates</th>
<th>New Ways to Build Connections</th>
<th>Added Employee Support</th>
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<tbody>
<tr>
<td>● <strong>Weekly COVID-19 Email</strong> from Chief People Officer with updated information about workplaces and processes</td>
<td>● Weekly <strong>coffee talks</strong> hosted by senior leadership with their own teams and key cross functional collaborators</td>
<td>● <strong>$1,000 bonus</strong> to help with expenses and home office needs</td>
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<td>● <strong>Weekly CEO email</strong> to be more personal - demonstrate empathy, reinforce business priorities and great teamwork and have fun!</td>
<td>● <strong>Open office hours</strong> held by leaders to replace impromptu “hallway talks”</td>
<td>● <strong>Additional sick leave</strong> for anyone affected by COVID-19, or caring for someone affected</td>
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<td>● <strong>Monthly Virtual Town Halls</strong> for deeper business updates, recognize milestones, and answer employee questions</td>
<td>● Employee led <strong>trivia nights and happy hours</strong> via Zoom</td>
<td>● <strong>Manager training</strong> and support for leading a remote team</td>
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<td>● <strong>People and Places</strong> team working hand-in-hand with our <strong>Science team</strong> to make informed decisions about COVID-19</td>
<td>● <strong>Extra Company holiday</strong> to help relieve WFH burnout</td>
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<td>● <strong>Fireside chat</strong> with Ancestry board member and Dean of the Stanford University School of Medicine, Lloyd Minor</td>
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Finding New Shared Humanity at Work

From: Minji
To: [N/A]
Date: 4/13/2020
Subject: Celebrating finds and working together

Hi all,

COVID-19 has brought on many “firsts” for all of us. At work, for our families, in our communities and throughout the world. Our experiences are new. We’re finding new ways to stay connected and working together.

Our foundation has been focused on the main use for the past three months. Our stock was sold out, so we had to make some homemade tacos with love.

We’re gone from our desks, but we’re still connected. Our family is watching our favorite TV shows together.

From: Minji
To: [N/A]
Date: 1/23/2020
Subject: Feeling my way in the moment

Hi everyone,

It was so great to come together again at our annual Town Hall this week. We all know how challenging it’s been to work from home, but I can’t believe how impressed I am with the collaboration I’ve seen across the entire company. I can’t wait for our customers. It’s been so nice to see our colleagues in different parts of the world and hear their stories. It’s been great to join in our virtual town hall meetings and see how we’re all getting the most out of work.

I’ve been enjoying all the meals I’ve been having with my family, trying new recipes and cooking some old favorites. I found a new favorite: my mother-in-law’s steamed fish with spicy sauce. I tried it a few times and loved it every time.

We want to make a difference where we can, so we’ve become a foster family for dogs during COVID-19. Our first, a nine-year-old Shih Tzu, has already given us a lot of love. We’ve also added a new member to the family, named Max. I’m happy with how it’s going. There’s nothing like being able to come back to a warm bed and a friendly face after a long day.

We’re looking forward to the future and the day when we can all be together again. In the meantime, let’s keep connecting and supporting each other.

Minji

Checking In Regularly To Learn and Improve

COVID-19 Survey
(March 29 to April 3, 2020)

- Satisfied with Ancestry’s response? 91% Favorability Score*
- Supported by their manager? 92% Favorability Score*
- Ancestry is doing a good job helping employees feel connected to one another? 87% Favorability Score*

Employee Engagement Survey
(April 13 to April 24, 2020)

- Favorability Score* 76
- vs Oct 73 ▲5
- eSat Historical Trend: 94% Favorable, 3% Neutral, 3% Unfavorable
- 3,299 Comments
Activating Our Assets to Help the Community
Parents need fun ways to engage, educate kids at home

People feeling isolated with social distancing and looking for new connections

Important remembrance events no longer possible in person due to bans on large group gatherings (e.g., Memorial Day, Funerals)

- Free access to Ancestry K12 lesson plans for anyone to download

- Free access to ~500M records in partnership with the U.S. NARA
- Free online educational programming - expert-led tutorials and video courses for the beginner to advanced genealogist

- Virtual Memorial Day “Parade of Heroes” to memorialize those who lost their lives fighting for our freedom
- We Remember - free platform for virtual memorial services and to crowdsource memories of loved ones who have passed
Ancestry Extra

- Dedicated educational programming during COVID on social channels
- > 225K engagements from 340 pieces of content
- Reached 4.5M people in 8 weeks and increased social engagement by 99.6%
Virtual Memorial Day Parade

- **Show host**: Emmy award-winning Kathie Lee Gifford
- **Special performances**: Grammy award-winning singer Tori Kelly and AcaPOP! Kids; Rob Lowe and LL Cool J (all with personal military family connections).
- **Powerful stories**: veteran personal stories of strength and hope, including direct-to-camera interviews with WWII veterans, an interview with Deborah Josefson, the great niece of 2nd Lt. Hyman Josefson, the first American soldier to die in the liberation of Luxembourg in WWII (quintessential ‘Unknown Soldier’); commemorative ‘Salute to the Fallen’ with an Honor Wall.
- **Activation**: find personal connection to this historic milestone at www.Ancestry.com/WWII and share their stories #RememberAtHome
- **Business Impact**:
  - 2.8B earned media impressions; 3.2M parade views
  - Highest free trial day of the year - signups up +52% Y/Y
Leveraging our Unique Assets for Good: Science and DNA

People have vastly different responses to COVID-19

- Launched COVID-19 study in late April to search for a genomic component to how we respond to the novel coronavirus.

COVID-19 testing shortage

- Donated 1000s of DNA kits to multiple universities, labs and researchers to evaluate their utility for coronavirus and antibody testing.
Ancestry’s COVID-19 Study

- **Goal**: search for a genomic component to how people contract and respond to the virus.

- **Opportunity for impact**: use insights to assist the global effort to develop treatments, preventative, or vaccines for the disease.

- **Commitment to Collaboration**: Insights will be shared at no cost with qualified researchers developing treatments, preventative, or vaccines for COVID-19.

- **Privacy Protection**: De-identified DNA only will be compared with other volunteer participants to discover genomic similarities in reactions to the virus.
Early results from Ancestry’s COVID-19 Study

In the first 4 weeks of Ancestry’s COVID-19 Study, 500,000+ members our DNA network have volunteered: **accelerating to our 1M goal.**

Volunteers from all 50 U.S. states have participated in the study.

Self-reported data in line with national trends for infection rates, symptoms, hospitalizations and severity.

**Ancestry COVID-19 Study self-reported data findings on likelihood of testing positive:**

- 4.8x more likely if a health care worker with direct exposure
- 9x more likely if “directly exposed” to someone who tested positive
- 72x more likely if sharing a home with someone who tested positive
How you can help...

- If you’re an AncestryDNA member, please participate in the study
- If you can help us recruit diverse patients known to have been diagnosed with COVID-19
- If you (or someone you know) can use data from this COVID-19 study to accelerate prevention and treatment

*If you can help, contact emckeeby@ancestry.com*
Our commitment to consumers - personalized, preventive health

Our long-term approach to consumer Health

- Deliver a product with features that consumers and HCPs say they want most:
  - **Actionable** insights they can act on to improve their and their family’s health
  - **Access** to educational resources, including free genetic counseling
  - **Seamless** handoff to their physician and other healthcare providers
  - **Most comprehensive and affordable** DTC screening available

Ancestry Health Core launched in late 2019

- Initial product laid foundations for our long-term presence in Health
  - **Physician-ordered LDT model** with high quality partners, secure health data platforms and data pipes
  - **Consumer and Health system friendly** with free access to genetic counselors, printable reports to take to MDs including family history, UpToDate partnership
  - **Similar volume of Array-based health predisposition reports** to existing mass competitor
  - Very positive consumer and ecosystem support - captured 30% share with minimal marketing support
Next Generation Sequencing - most affordable and comprehensive DTC screening service available in July

**AncestryHealth Plus launching mid-2020**

- Replaces and builds upon foundations created with AncestryHealth Core
- **First consumer product under $200 using NGS technology**
- **Actionable insights in areas of highest concern to consumers**
  - Cancer, including breast & colon
  - Heart, stroke & blood disorders
  - Sight/hearing degeneration, connective tissue disorders, carrier status
  - Traits/Wellness insights (vitamins, nutrition, exercise)
- **Significant ability for future growth in actionable insights**
  - NGS granularity and integration of additional data enables increasing Health insights over time
  - Ecosystem-compatibility for further integration into clinical practice
Engaging Our Customers
Power of Family - Accelerating Subscriber Growth

Gross Subscriber Additions from 3/23-6/7

<table>
<thead>
<tr>
<th>Region</th>
<th>YOY Growth %</th>
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<tbody>
<tr>
<td>United States</td>
<td>26%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>108%</td>
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<tr>
<td>Australia</td>
<td>49%</td>
</tr>
<tr>
<td>Canada</td>
<td>38%</td>
</tr>
<tr>
<td>ROW</td>
<td>38%</td>
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Growth in 10 out of 10 markets
Finding Your Family Story: Ancestry ProGenealogists

- **Professional** research division of Ancestry to support family discovery

- **Experts** in:
  - **Research** – Custom research to build family trees and stories
  - **Travel** – Curated travel to walk in the footsteps of your ancestors
  - **Storytelling** – Custom publishing to preserve your family story
  - **Corporate connections** – Team building program based on the power of shared cultural discovery

- Ready to help all TCN Members start their Family History journey
  - [www.progenealogists.com](http://www.progenealogists.com)
Q&A