



# Living DNA – Your Ancestry

**Date of Birth:**

September 2016 in the UK;

February 2017 in the United States.

**Now available throughout the world**

(except countries with trade restrictions including France).

## What we do:

At Living DNA we feel the greatest adventure starts with what you discover about yourself, the world and how we are all connected through our DNA. With our easy to use 3-in-1 DNA test, you'll unlock the door to your own amazing adventure without even having to leave your home. Our test looks at your ancestry in incredible detail by looking at 3 types of DNA (Your Family Ancestry, Motherline Ancestry and, if male, your Fatherline Ancestry too.) and looking at not only where each piece of your DNA is from but how those pieces are related to each other, through proprietary technology. We're all about giving you amazing insights into your history so you can discover more about yourself and the world.

## Our Purpose:

Throughout the world we see more and more separation between people, from within families, within communities to divisions of countries. Yet DNA shows us just how similar we all are. This is what our product delivers – an opportunity to celebrate not only your unique ancestry mix today, but to also understand that we are all connected to each other, and in that, dissolving the barrier of race. We show how someone from India and someone from Europe are more closely related genetically than two men from adjoining villages in West Africa. So long as we continue to be separate, Living DNA will present the fact that we are more alike than different.

**Contact:**

Hannah Coker  
UK and RoW  
[press@livingdna.com](mailto:press@livingdna.com)

31% INDIAN  
20% DUTCH  
**28% ASIAN**

**45% ASIAN**  
27% GERMAN  
12% IRISH

## Living DNA delivers to our customers:

- **Integrity** is important to us, which is why we don't share or sell any of your data. Living DNA has the highest level of data and personal information protection and puts our customer in control of how it is used.
- Through Living DNA's **3-in-one test** (autosomal, motherline and fatherline), we track your ancestors movements at several points in time between 80,000 to 150,000 years ago from the point modern humans migrated out of Africa to where they moved through several eras spanning thousands of years.
- Accuracy is essential when doing your ancestry test, which is why we provide **percentage breakdowns across 80 worldwide regions**. We pinpoint where within many countries your ancestors are from. For example, the UK is broken down into 21 regions; Italy, the Americas (indigenous people) and China have 4. More regional breakdowns within countries are added all the time.
- The **most advanced technology**: Living DNA uses the newest DNA chip and innovative software technology, developed with top academic experts from University College London, Bristol University and Oxford University. Living DNA also works with experts to create the ground-breaking Orion chip to help select the DNA markers that tell us the most about you and your ancestry.
- **Advanced DNA analysis.** Living DNA does not look at each bit of your DNA separately, but examines how your DNA is connected and interacting because that can tell us, in much greater detail, about where within a country your ancestors were from.
- Taking the guesswork out of DNA relations. 2018 saw us launch the beta version of **Family Networks**, our family matching service. Family Networks not only matches customers to relations, but will also reconstruct their family tree based on their DNA, gender and age.
- The knowledge that Living DNA is a **socially responsible** company with a mission. We dedicate a portion of our profits to promote our "One Family, One World," Living DNA's pioneering work with schools around the world using DNA testing to show students how we are all connected. The project is building the largest, most scientifically accurate global family tree all based on DNA results.

### Contact:

Hannah Coker  
UK and RoW  
[press@livingdna.com](mailto:press@livingdna.com)

