

# General Atlantic Appoints Andrew Crawford as Managing Director and Head of its Global Retail and Consumer Sector

NEW YORK - June 25, 2014

General Atlantic LLC ("GA"), a leading global growth equity firm, today announced that Andrew Crawford has joined the firm as a managing director based in New York. Mr. Crawford will lead GA's global investment activity in the retail and consumer sector as part of the firm's continued strategy to invest in and help build exceptional growth companies around the world. General Atlantic's most recent investments in this sector include Tory Burch and AND Designs.

"We are pleased to welcome Andy to our global team and to lead our efforts in the retail and consumer sector," said William Ford, CEO of General Atlantic. "Andy's investing acumen, retail and consumer expertise and leadership qualities will be a significant addition to our team."

Mr. Ford added, "In addition to leading our China investment program, Jeff Leng pioneered our entry into the consumer sector with investments in Zhong Sheng, Sun Art and most recently Meituan. Jeff will continue to be active in the sector and work closely with Andy on new consumer retail investment opportunities in Asia and other emerging markets."

Mr. Crawford commented, "I have long admired General Atlantic and its long-term, value-added approach to building great companies. GA's global footprint and team of highly experienced professionals will be very attractive for retail and consumer companies looking to expand beyond their native borders into developed as well as emerging economies. I am thrilled to be joining GA's dynamic team at this exciting time."

Mr. Crawford joins GA from Advent International, where he has been a principal focused on retail and consumer investments. Andrew led or co-led and served on the board of directors of a number of Advent investments including Bojangles, Charlotte Russe, and Five Below. He also worked with lululemon athletica and Shoes For Crews. Mr. Crawford joined Advent in 2003.

Mr. Crawford received a BS, cum laude, from Washington and Lee University and an MBA from Harvard Business School.

## About General Atlantic

GENERAL ATLANTIC is a leading global growth equity firm providing capital and strategic support for growth companies. GA combines a collaborative global approach, sector specific expertise, long-term investment horizon and a deep understanding of growth drivers to partner with great management and build exceptional businesses worldwide. Established in 1980, GA has more than 200 employees based in New York, Greenwich, Palo Alto, São Paulo, London, Munich, Amsterdam, Beijing, Hong Kong, Mumbai and Singapore. For further information and a listing of GA's public and private portfolio companies see [www.generalatlantic.com](http://www.generalatlantic.com).

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