

FOR IMMEDIATE RELEASE

**BITE Investments Publishes Whitepaper on
“Private Equity: A Growing Opportunity for HNW Investors”
- Paper Highlights Latest Research and Critical Success Factors**

London, February 10, 2021 –

BITE Investments, a fintech company with an innovative premium alternative investment platform, recently published a new whitepaper which presents a strong case for private equity investments and important factors for success. Titled, “Private Equity: A Growing Opportunity for HNW Investors,” the whitepaper shares timely data which demonstrates the steady growth of the private equity market, driven by high returns and increasing investor sophistication.

BITE CEO William Rudebeck cited industry projections that by 2024, global private equity AUM is forecast to reach \$6.4 trillion. “There is considerable attention now focused on the private equity market,” said Rudebeck. “In an environment of high volatility, private equity has performed well and is forecast to continue its climb over the next few years as more HNW individuals seek a greater ROI. Of course, capturing the growing opportunity in private equity depends on several key factors. At the top of the list are efficient, fully integrated technologies which deliver a seamless investment process from diligence, compliance and know your customer (KYC) steps, to investment selection and monitoring.”

Rudebeck also emphasized the importance of inter-industry partnerships. “Leveraging private equity market conditions will also be a function of strategic alliances between fintech companies, wealth managers and other investment advisors so that the optimum targeting of HNW investors can be achieved.”

In the BITE whitepaper, readers will be guided through a discussion of alternative investments and their growth trajectory, the inclination of HNW investors today to allocate assets evenly between direct and fund investments, and how private equity allocations of HNW investors in different regions are projected to increase in 2021.

Additionally, many financial professionals will find extremely helpful the discussion on what is driving HNW investors’ higher demand for private equity which the BITE whitepaper explains. Among the HNW alternative investment drivers noted in the report are the capital appreciation opportunities, current returns, dissatisfaction with traditional asset classes, and a desire for greater portfolio diversification. The BITE whitepaper delves deeply into these drivers as well as others.

“Currently, only 40% of wealth managers offer private equity investments,” continued Rudebeck. “This is largely due to the due diligence requirements which are daunting even for experienced wealth managers who routinely must navigate matters of regulatory compliance. Another

obstacle has been the high minimum investment sizes needed to gain access which are beyond the majority of HNW investors. This, coupled with the long lock-up periods, has made alternatives less attractive. At BITE, we have built our entire business model on addressing all of these challenges head-on.”

To access all the information contained in the BITE whitepaper, visit:

<https://www.biteinvestments.com/newsroom/Insights/whitepaper--private-equity-presenting-growth-opportunities-for-hnw-investors--advisors>

For more information, please visit: <https://www.biteinvestments.com>

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About BITE Investments

BITE is a premium alternatives investment platform. BITE helps investors and advisors access funds that would otherwise be inaccessible because they are either oversubscribed, too illiquid, or have an institutional-level minimum buy-in. BITE also provides alternative market technology and fund solutions to the wealth management market.

BITE’s management team is supported by a world class set of shareholders and advisors and its on-the-ground team operate within the parameters of some of the world’s most respected regulatory regimes; BITE is majority owned by VCP Advisors, which is regulated in North America (FINRA / SEC), Europe (FCA, UK), Asia (SFC, Hong Kong) and Cayman (CIMA).

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