

**Bite Investments Closes on Pre Series A+ Funding –
Round Corner Stoned by JMP Group LLC**

London, April 20, 2021 –

Bite Investments, a fintech company with an innovative premium alternative investment platform, announced today another exciting development in the young fintech's growth. The company just closed on its Pre Series A+ funding in a round corner stoned by JMP Group LLC (NYSE: JMP), an investment banking and alternative asset management firm headquartered in San Francisco, California.

"We are continuing to attract progressive partners who recognise the steady growth and related opportunities associated with both our robust fintech platform and the soaring global private equity market," said Bite CEO William Rudebeck. "It is a testimony to how the financial industry and investor community are gravitating toward alternative investment opportunities, as well as digitalisation and its transformative value."

Bite, which was founded in 2019 by Rudebeck and Henry Talbot-Ponsonby, CEO of VCP Advisors, the majority owners of Bite, is unique in its offerings and its platform. Bite's technology enabled investment platform allows high-net-worth investors, independent financial advisors, wealth managers, family offices and other investment platforms to invest much smaller amounts than typical minimum buy ins, into top performing alternative investments, through aggregating commitments together, via feeder funds. In addition, it provides alternative market technology and fund solutions to help the wealth management market digitise its operations to become more efficient.

"We attracted a formidable team of shareholders and advisors and leveraged the deep technical expertise of our tech professionals to build a fintech platform that makes the user experience seamless by effectively managing the entire investor journey with ease and confidence, from client suitability, KYC, and accreditation to the investment decision and transaction, regulatory compliance, and due diligence", continued Rudebeck. "We also have incorporated great monitoring and reporting functionality."

"We believe strongly in Bite's mission of democratising access to alternative investments," said Joseph Jolson, chairman and chief executive officer of JMP Group. "With the wealthtech industry developing at lightning speed, we are pleased to partner with an emerging leader through our investment. We are confident in Bite's ability to execute on its growth plans by levelling the playing field and offering investors turnkey access to highly sought-after alternative asset management products that have often been out of reach in the past."

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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