



PRESS RELEASE

Bite Investments Launches Private Markets Portfolio

- **Bite Investments is launching its first ever commingled private markets product to meet the needs of high-net-worth investors and wealth managers**
- **The fund is a one-stop solution offering a diversified strategy mix to support wider portfolio objectives**
- **By expanding access to private markets, Bite solves an acute problem in wealth management**

London, 10 November, 2021 – Bite Investments¹, a digital asset manager and fintech company specialised in alternative investments, launches the Bite Private Markets Portfolio, offering investors the opportunity to access a diversified allocation to alternatives with one investment.

From this week, investors can get diversified exposure across investments strategies, geographies, and fund managers in one ticket. The Bite Private Markets Portfolio will allocate capital into 8-10 underlying top-tier funds, assessed and selected by Bite Investments' expert investment team. The minimum investment size is \$100,000 and the core sectors are: Healthcare, Information Technology, Software, Business Services, Financial Services, Consumer, and Industrials.

“The promise of alternatives is excess of returns in comparison to risk. For far too long, individual investors have not been able to capitalise on this. Through technology, we are now pleased to offer them exceptional access to the best parts of private markets via a single ticket investment”, says Henry Talbot-Ponsonby, Co-Founder and President at Bite Investments.

Companies are staying private longer

There has been a profound change in the way companies grow and raise money, by staying private. Their eventual success may never actually be accessible via public markets. This means investors who ignore private markets now, may be limiting their potential for the future.

Not only has there been a growth in in the number of private firms, but since 2000, buyout asset value has grown 3.5 faster than public equity market capitalisation, according to [Bain's Global Private Equity Report 2020](#).

“Historically, individual investors have neither had access to top fund managers, nor have they been able to reap the benefits and value created as companies stay private for longer. Tomorrow's unicorns may never even go public”, says Anna Barath, Investment Director at Bite Investments.

Technology removing barriers for growth investing

Private equity has been one of the best performing asset classes globally over the last 3 decades, according to [McKinsey's Global Private Markets Review 2020](#). However, due to a combination of high fees, high minimum investment amounts, and lack of access to top funds, wealth managers, RIAs and IFAs have not been able to access this investment strategy. As a result, high-net-worth investors are under-allocated as compared to other investors.

“By making alternatives more accessible to our clients, we are helping them diversify instantly. Using technology, we enable individual investors to access, unlock and invest bite-sized amounts into some



of the most exciting private markets strategies out there”, says Henry Talbot-Ponsonby, Co-Founder and President at Bite Investments.

The growing market for private equity

Estimates predict that private investment markets will grow. A [Deloitte Insights article](#) forecasts global PE assets under management to reach almost US\$6trillion in the next four years and it has shown great resilience to recent downturns, including the Global Financial Crisis of 2007-09 and the Covid-19 pandemic of 2020-21, as shown in [McKinsey’s Global Private Markets Review 2021](#).

“With the public markets not generating alpha to satisfying levels and the current low-interest rate environment, investors are turning to the private markets. Our new Private Markets Portfolio is suitable for clients looking for long term capital appreciation with alpha outperformance potential provided by co-investments and venture capital strategies”, says Anna Barath, Investment Director at Bite Investments.

A seasoned team

All funds are assessed by Bite’s investment committee before being offered to investors. The selection basis includes, but is not limited to, underlying fund market opportunity, team, track record, fund terms and fit with Bite’s investor base.

The investment team has advised on over \$13 billion of capital raises and conducted in-depth due diligence on over 100 funds and co-investments. Fund and direct commitments made across private equity, private credit, and real assets are in excess of \$4.2 billion total.

About Bite Investments

Bite is a global asset management, advisory and fintech company, specialising in alternative markets and tech solutions. Our vision is simple: To make alternative investments more accessible for our clients, which include asset managers, wealth management firms and HNWIs.

Bite's management team operate within the parameters of some of the world’s most respected regulatory regimes; Bite is majority owned by VCP Advisors, which is authorised and regulated by the Financial Industry Regulatory Authority (FINRA) / the Securities and Exchange commission (SEC) (US), the Financial Conduct Authority (FCA) (UK), and the Securities and Futures Commission (SFC) (Hong Kong).

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ⁱ Bite Investments (Cayman) Ltd, and its affiliates including Bite Investments (UK) Ltd, and Bite Asset Management (together, "Bite Investments" or "Bite")