

tZERO Partners With Family Office Networks to Create Liquidity For Its Network of 15,000+ Family Offices & 60,000+ High-Net-Worth Investors

February 2, 2021

NEW YORK--(BUSINESS WIRE)--Feb. 2, 2021-- [tZERO](#), a leader in financial innovation and liquidity for private companies, announced today a strategic partnership with [Family Office Networks](#) (FON) to connect with its global network of 500,000 users, including 15,000+ family offices and 60,000+ high-net-worth private investors, with an innovative, regulated technology solution that provides a path to secondary liquidity on the tZERO ATS. The tZERO ATS is an alternative trading system (ATS) that is operated by tZERO ATS, a FINRA member broker-dealer, with the goal of democratizing access to private markets.

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This partnership is expected to increase tZERO's access and exposure to potential issuers through family offices, which may seek to digitize their private market investments in a way that is compatible with tZERO's secondary liquidity platform. It will also bolster the capabilities of the [FON Marketplace](#), an online technology platform created by FON, showcasing tZERO and its broker-dealer affiliates as an option for enabling secondary liquidity for private companies and assets.

tZERO CEO Saum Noursalehi stated, "We are excited to partner with Family Office Networks to connect with its network of 15,000+ family offices and 60,000+ high-net-worth individuals and share a solution to enhance the liquidity of high-quality private assets. This partnership will drive the supply side of our business by connecting us to new issuers looking for technology services and a secondary liquidity solution."

FON Marketplace is a significant platform of private placements, consisting of hedge funds, venture capital funds, private equity, direct deals, PIPES, to name a few. Through its proprietary algorithm, the platform simplifies the investment process for family offices by enabling users to filter transactions by key parameters, such as size, industry, geography and preferred partners, now including tZERO, to easily identify the best opportunities. The FON Marketplace is currently open to 15,000+ single and multi-family offices with \$50-500M net worth, in addition to 60,000+ high-net-worth private investors, and is steadily growing.

Family Office Networks Founder Andrew Schneider said, "FON Marketplace was created to simplify the process of investing in a private placement, which today is still an antiquated system. Through our partnership with tZERO, our members will now be exposed to tZERO's private market platform, which offers industry-leading technology and a secondary liquidity solution for private assets."

tZERO is a technology firm with the goal of democratizing access to private capital markets. tZERO is a subsidiary of [Medici Ventures](#), the blockchain-focused, wholly owned subsidiary of [Overstock.com, Inc.](#) (NASDAQ:OSTK).

Investor Notice

Investors should note that trading securities could involve substantial risks, including no guarantee of returns, costs associated with selling and purchasing, no assurance of liquidity, which could impact the price and ability to sell, and possible loss of principal invested. Further, an investment in single security could mean lack of diversification and, consequently, higher risk. Potential investors are urged to consult a professional adviser regarding any economic, tax, legal or other consequences of trading any securities as described herein.

No Offer, Solicitation, Investment Advice or Recommendations

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Forward-Looking Statements

This release contains forward-looking statements. In addition, from time to time, tZERO, its subsidiaries, or its representatives may make forward-looking statements orally or in writing. These forward-looking statements are based on expectations and projections about future events, which is derived from currently available information. Such forward-looking statements relate to future events or future performance, including financial performance and projections; growth in revenue and earnings; and business prospects and opportunities. You can identify forward-looking statements by those that are not historical in nature, particularly those that use terminology such as “may,” “should,” “expects,” “anticipates,” “contemplates,” “estimates,” “believes,” “plans,” “projected,” “predicts,” “potential,” or “hopes” or the negative of these or similar terms. In evaluating these forward-looking statements, you should consider various factors, including, without limitation: the ability of tZERO and its subsidiaries to change the direction; tZERO’s ability to keep pace with new technology and changing market needs; and competition. These and other factors may cause actual results to differ materially from any forward-looking statement. Forward-looking statements are only predictions. The forward-looking events discussed in this release and other statements made from time to time by tZERO, its subsidiaries or their respective representatives, may not occur, and actual events and results may differ materially and are subject to risks, uncertainties and assumptions. tZERO, its subsidiaries, and its representatives are not obligated to publicly update or revise any forward-looking statement, whether as a result of uncertainties and assumptions, the forward-looking events discussed in this release and other statements made from time to time by tZERO, its subsidiaries or its representatives might not occur.

About tZERO

[tZERO Group, Inc.](https://www.tzero.com/) and its broker-dealer subsidiaries (tZERO) provide an innovative liquidity platform for private companies and assets. We offer institutional-grade solutions for issuers looking to digitize their capital table through blockchain technology, and trade on a regulated alternative trading system. tZERO democratizes access to private assets by providing a simple, automated, and efficient trading venue to broker-dealers, institutions, and investors. For more information on tZERO, please visit <https://www.tzero.com/>.

tZERO is not a registered broker-dealer, funding portal, underwriter, investment bank, investment adviser or investment manager, and is not providing brokerage, investment banking or underwriting services, recommendations or investment advice to any person, and does not provide any brokerage services. tZERO takes no part in the negotiation or execution of secondary market transactions for the purchase or sale of securities and at no time has possession of investor funds or securities in connection with such transactions.

About tZERO ATS

[tZERO ATS, LLC](https://brokercheck.finra.org/) is a broker-dealer registered with the SEC and a member of FINRA and SIPC. More information about tZERO ATS may be found at <https://brokercheck.finra.org/>.

About Family Office Networks

[Family Office Networks](http://www.familyofficenetworks.com) is the premier global community for families to share information and intelligence. The team works with a select group of top tier investment managers and sponsors who offer substantial families’ access to stellar investment opportunities in areas such as real estate, venture capital, private equity, and hedge funds. In addition, Family Office Networks shares timely thought leadership on topics related to portfolio management, philanthropy, multi-generational wealth management, compliance and regulation, risk management, insurance, training and education. The website www.familyofficenetworks.com is the hub of Family Office Networks with 500,000 users, including 15,000 family offices, and is a go-to resource for news related to family offices.

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