

UpMarket Group

An Alternative Investment Platform & Broker/Dealer

Tiburon Written Research
May 22, 2026



TIBURON STRATEGIC ADVISORS

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Wealth & Investment Management (& WealthTech) Firms

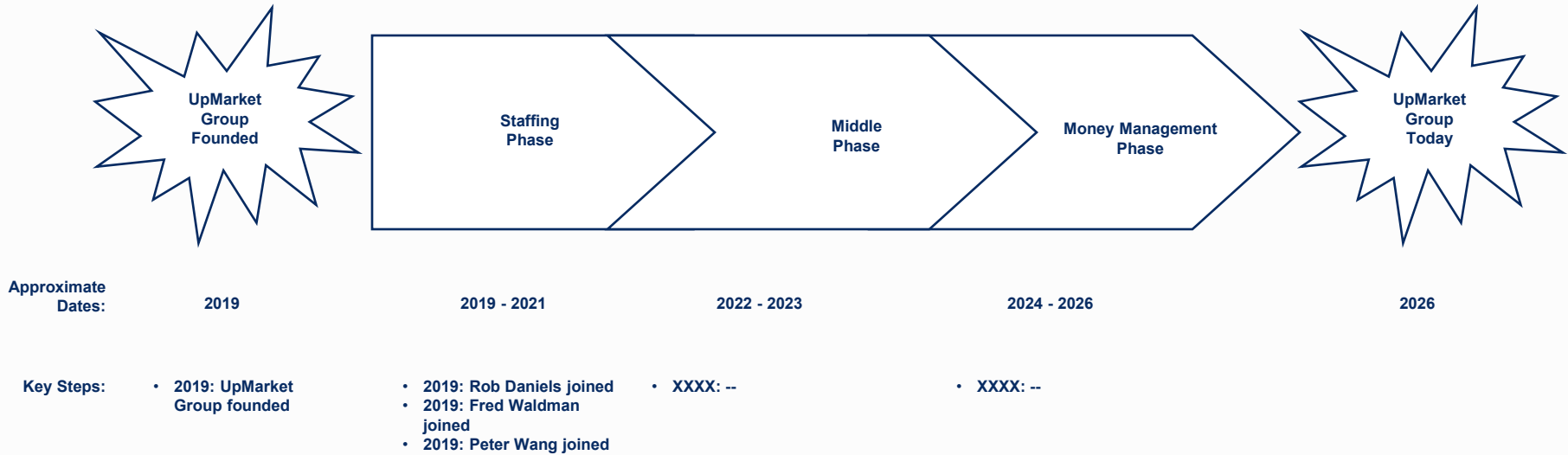


Comments

- **Founded in 2019**
 - **Founded by Grace Chen**
- **Based in New York, NY**
- **3 offices**
- **14 employees**
- **\$301 million assets under management**
- **CEO: Grace Chen**
- **Privately owned**
- **Website: www.upmarket.co**

UpMarket Group was Founded in 2019 and Has Subsequently Evolved through its Staffing, Middle, & Money Management Phases

UpMarket Group History



UpMarket Group was Founded by Grace Chen in 2019



Comments

- **Founded in 2019**
 - **Founded by Grace Chen**
- **Based in New York, NY**

UpMarket Group is Not a Frequent Advertiser

UpMarket

Comments

Advertising

- --

UpMarket Group Has a Tag Line that Captures its Mission in Alternative Investments

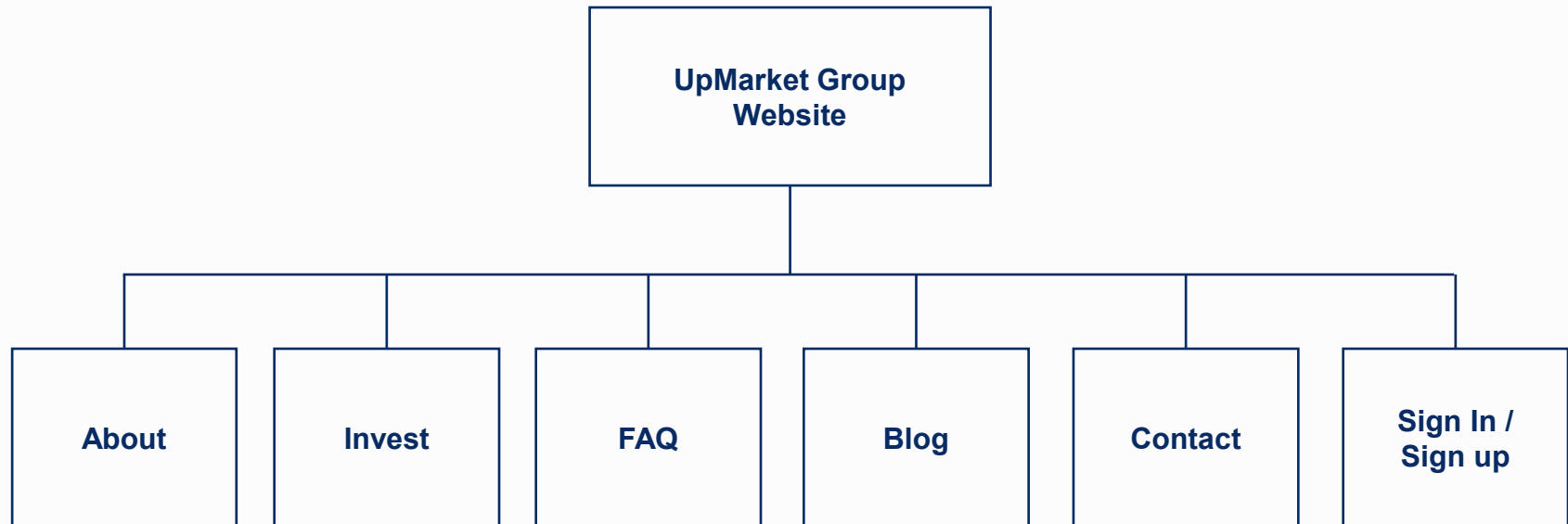
UpMarket Group Tag Line

“Alternative Investments, Unlocked”

UpMarket

UpMarket Group Has a Website with Six Core Sections, Including About, Invest, FAQ, Blog, Contact, and Sign In / Sign Up

UpMarket Group Website



UpMarket Group is Not a Frequent Acquirer

Acquisitions

Comments

UpMarket

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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has a Charitable Giving Program

Charitable Giving

Comments

- --

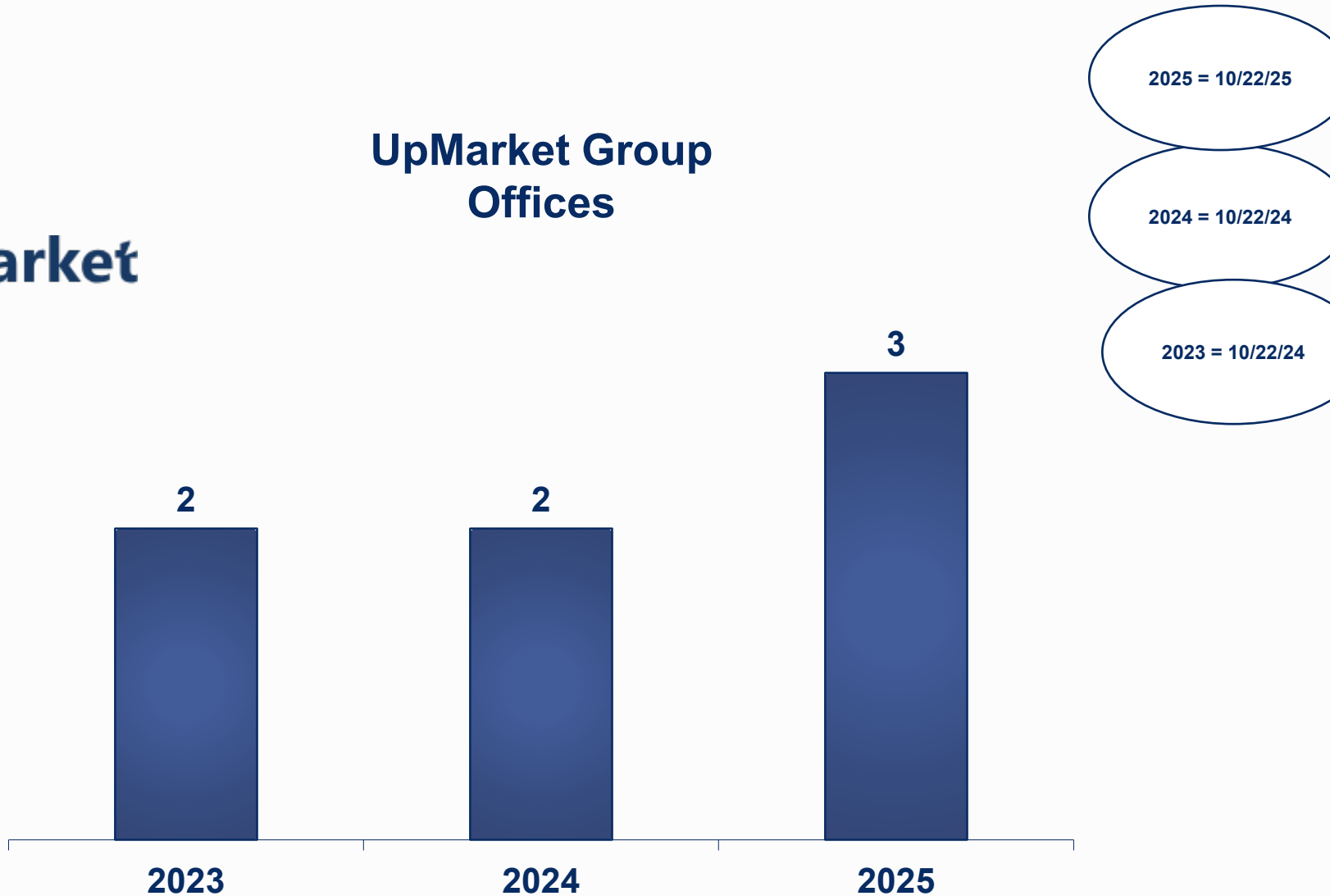
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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has Three Offices, Up From Two in 2023



UpMarket Group Offices



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Offices Include New York, NY; the Bay Area, CA; & Bellevue, WA

Irvine, CA?

UpMarket Group Offices

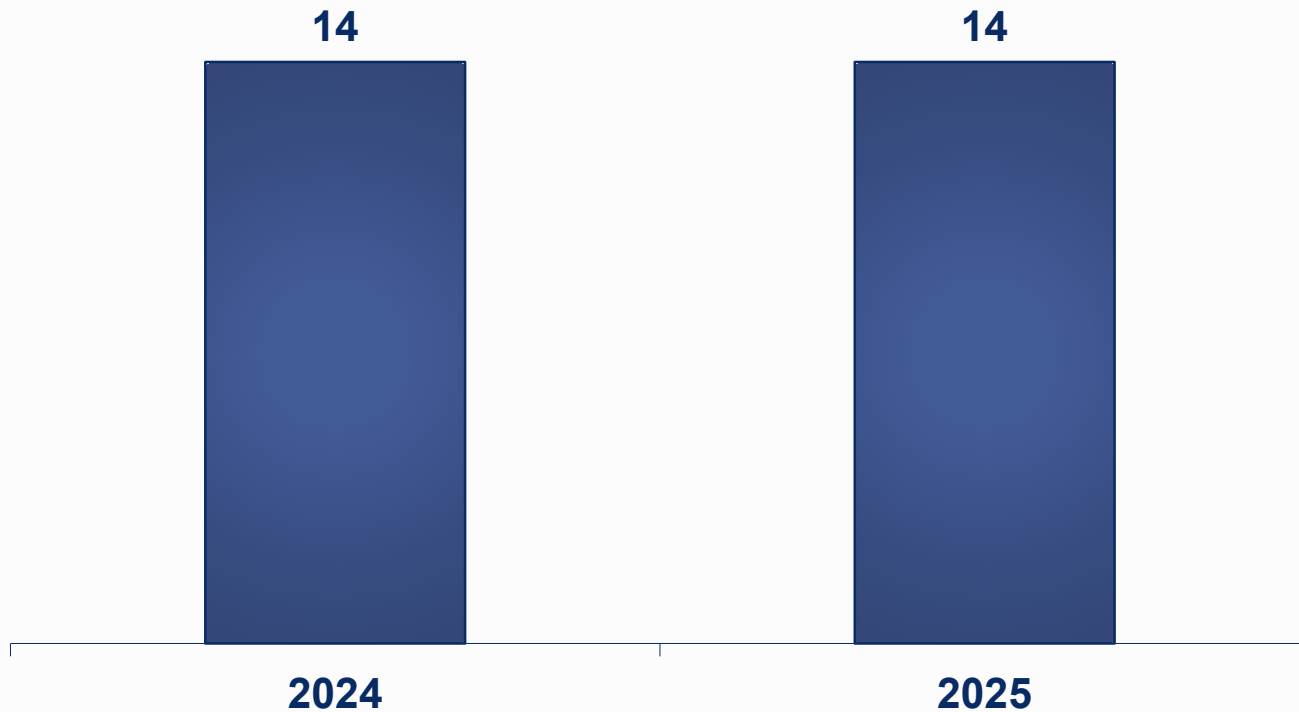
- **New York, NY**
- **Bay Area, CA**
- **Bellevue, WA**

UpMarket

UpMarket Group Has 14 Employees, Consistent Since 2024



UpMarket Group Employees



2025 = Estimate

2024 = Estimate

UpMarket Group Has Raised Funds

Needs data

UpMarket Group Funds

UpMarket

2024 2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Serves Institutional Clients

Needs data

UpMarket Group Institutional Clients

UpMarket

2024

2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Institutional Clients Include...

UpMarket Group Institutional Clients

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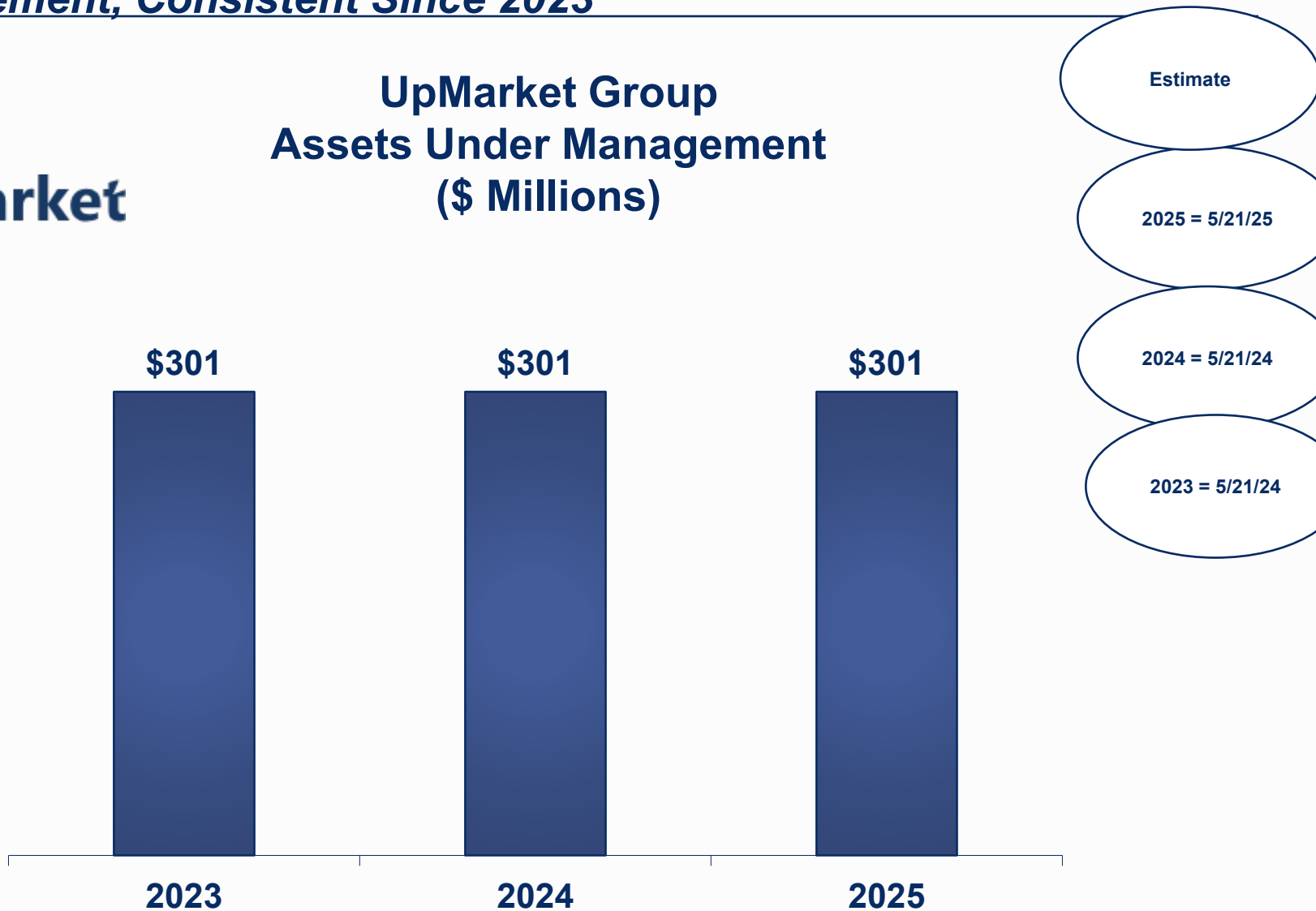
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UpMarket

UpMarket Group Management Oversees \$301 Million Assets Under Management, Consistent Since 2023



UpMarket Group Assets Under Management (\$ Millions)



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Generates Revenues

Needs data

UpMarket Group Revenues (\$ Millions)

UpMarket

2024

2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Earns \$___ Million Earnings Before Interest, Taxes, Depreciation, & Amortization (EBITDA)

Needs data

UpMarket Group Earnings Before Interest, Taxes, Depreciation, & Amortization (EBITDA) (\$ Millions)

UpMarket

2024

2025

UpMarket Group Earns \$___ Million

Needs data

UpMarket Group Net Profits (\$ Millions)

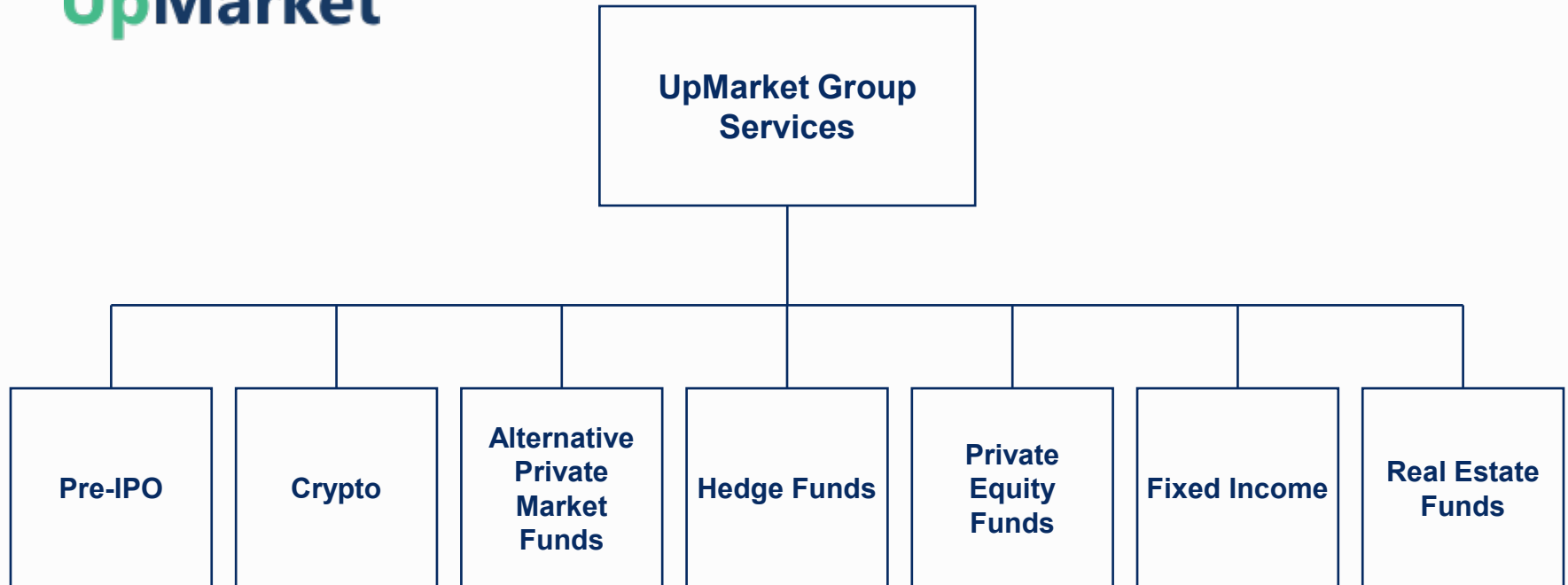
UpMarket

2024 2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Services

UpMarket



UpMarket Group's First Service is Pre-IPO

Pre-IPO

Comments

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UpMarket

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Second Service is Crypto

Crypto

Comments

- --

UpMarket

UpMarket Group's Third Service is Alternative Private Market Funds

Alternative
Private Market
Funds

Comments

- --

UpMarket

UpMarket Group's Fourth Service is Hedge Funds

Hedge Funds

Comments

- --

UpMarket

UpMarket Group's Fifth Service is Private Equity Funds

Private Equity Funds

Comments

- --

UpMarket

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Sixth Service is Fixed Income

Fixed Income

Comments

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UpMarket

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Seventh Service is Real Estate Funds

Real Estate Funds

Comments

- --

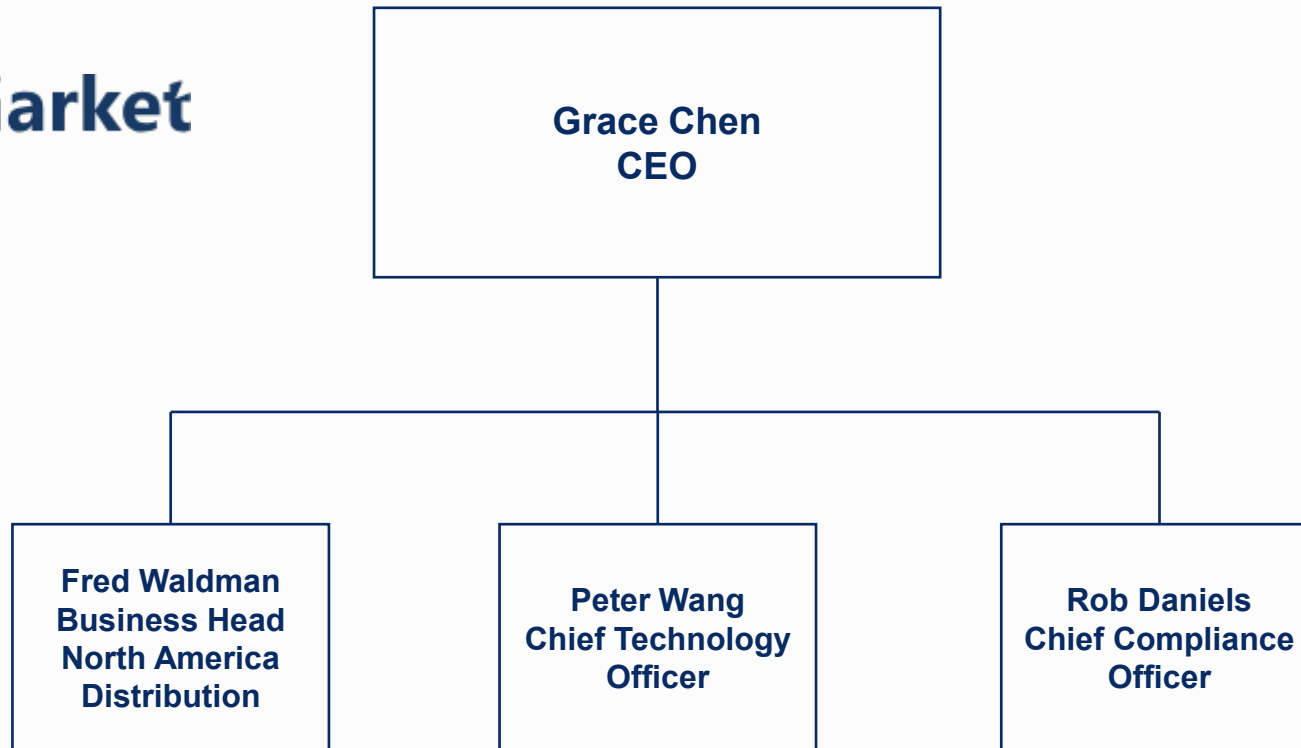
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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group is Led by its CEO Grace Chen

UpMarket Group Organizational Chart

UpMarket




Note: Grace Chen founded the firm in 2019; she is also managing partner of Aeterna Capital; she was formerly at Greenland USA; Meixin Global; & Property Markets Group; Fred Waldman joined the firm in 2019; he is also a partner at Aeterna Capital; he was formerly at The Goldman Sachs Group and Waldman & Black; Peter Wang joined the firm in 2019; he is also CEO of 57Blocks; he was formerly at Accenture, Adobe, AGSI, Horizon Software; StarCite, Symbio, & TubeMogul; Rob Daniels joined the firm in 2019

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has a Board of Directors Led by its Chairman XX

UpMarket Group Board of Directors

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• --	• --	• --	• --	• -- 

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group is Privately Owned



Comments
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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has Assets

Needs data

UpMarket Group Assets (\$ Millions)

UpMarket

2024 2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has Liabilities

Needs data

UpMarket Group Liabilities (\$ Millions)

UpMarket

2024

2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has Shareholders' Equity

Needs data

UpMarket Group Shareholders Equity (\$ Millions)

UpMarket

2024

2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Earns ... Per Share

Needs data

UpMarket Group Earnings Per Share

UpMarket

2024 **2025**

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Declares ... Dividends Per Share

Needs data

UpMarket Group Dividends Per Share

UpMarket

2024

2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has a ... Dividend Yield

Needs data

UpMarket Group Dividend Yield

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Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Stock Price is ...

Needs data

UpMarket Group Stock Price

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2024 **2025**

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group Has ... Shares Outstanding

Needs data

UpMarket Group Shares Outstanding

UpMarket

2024 2025

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Market Capitalization is ...

Needs data

UpMarket Group Market Capitalization (\$ Millions)

UpMarket

2024

2025

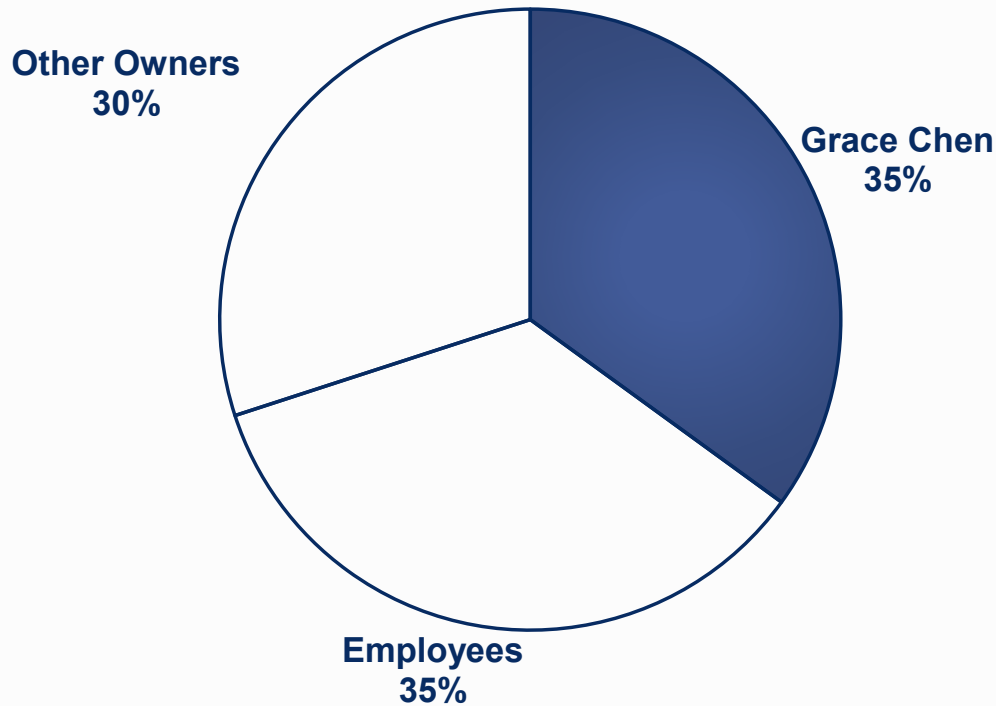
Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group is Owned by Grace Chen, Employees, & Other Owners

Needs more complete data

UpMarket Group Ownership By Owner

UpMarket



Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis

UpMarket Group's Stock Volume is....

Needs data

UpMarket Group Stock Volume

UpMarket

2024 **2025**

Source: 5/21/26 UpMarket Group Website; Tiburon Research & Analysis



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