



ALTA Finance Joins Forces with POCKET

OREM (January 5, 2024) – Web3 real-estate investing platform, ALTA Finance, formally exits to join forces with POCKET, the rapidly growing and leading sales platform in the luxury automotive market.

“Being in the unique position of Founder at both enterprises allowed for us to find a rapid fit as well as mission alignment that maximizes the value of the technology developed at ALTA Finance to date and provides value for the current shareholders,” stated Jeremy Crane, CEO and Founder of ALTA Finance, as well as CEO and Co-Founder of POCKET. “POCKET membership growth is on a tear, and their mission to expand into blue-chip automotive coincides perfectly with the expanded Web3 Equity investment technology in the ALTA Finance platform.”

POCKET's leveraging of ALTA Finance's technology, smart contracts, and legal frameworks is expected to accelerate the delivery of innovative solutions to its members. The strategic move positions POCKET to provide enhanced blue-chip automotive investment services, addressing the growing demand for diversified investment opportunities in the luxury automotive market.

To learn more about POCKET, visit pocketlistautos.com/company/about.

ABOUT ALTA FINANCE:

ALTA Finance was founded by Jeremy Crane with the vision of opening access to commercial real estate. He believes in the next decade, real estate investing will be decentralized, democratized, and easily accessible, so he is building the protocols, tools, and infrastructure for this future across the Internet at scale.

ABOUT POCKET:

Founded in 2020, POCKET's mission is to redefine the landscape of premium automotive technology and services for the luxury automotive sales market. Boasting \$452m of vehicles tracked in private garages, POCKET membership is rapidly expanding.

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