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For Immediate Release

## Novia partners with Hawksmoor

Novia, the UK's most sophisticated full wealth management platform, has announced the appointment of Hawksmoor, one of the South West's leading investment managers to its panel of discretionary fund managers.

Hawksmoor is already an established provider to professional introducers: solicitors, accountants and financial planners, and sees access to these markets through a wrap platform as a natural next step in its evolution.

Hawksmoor will offer a range of model portfolios, including:

- **Cautious Portfolio** – more modest returns in exchange for a lower risk;
- **Balanced portfolio** – moderate risk with reasonable rates of total return over the long term, some of which will come by way of income;
- **Growth Portfolio** – above average level of risk with expectation of a high rate of total return over the long term;
- **Income Portfolio** – an attractive level of income with a moderate level of risk.

Bill Vasileff, CEO of Novia, comments:

Hawksmoor has the proven track record that Novia seeks from its discretionary managers; Vanburgh, its first fund in the Cautious Managed Fund sector, has achieved impressive performance with growth of almost 50% since its launch in February 2009 and a return of 14% over the past year. We, therefore, welcome them to our already impressive panel of managers."

Josh Adams, Hawksmoor head of marketing comments:

"Hawksmoor looks forward to working with Novia as the latest addition to the platform's panel of Discretionary Fund Manager partners. We believe our refreshingly down-to earth 'common sense' investment process fits well with Novia's own style and is very well suited to financial planners and their clients, as well as to the increasingly challenging investment environment.

Advisers who wish to discuss the opportunity to work with Novia and Hawksmoor should contact their Novia regional sales manager.

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### Notes to editors:

#### Hawksmoor

Established in 2007, with offices in Exeter and Ipswich, Hawksmoor is a specialist investment manager with particular expertise in the management of portfolios and funds of open-ended and closed-ended collective funds. The company's flagship Vanbrugh Fund was launched on 18/02/09 and as at 31/08/10 it was 2nd out of 143 funds since launch in the IMA Cautious Managed Sector (source: Financial Express 2010).

#### Novia

Novia Financial plc launched to market in October 2008 to provide a comprehensive wealth management service or 'full wrap platform' for investment advisers and their clients. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers each with their own Cash Facility, an extensive suite of portfolio management tools, and access to an extensive range of investment classes including shares, bonds, traditional authorised funds, ETFs and alternative investments.

The core operating system is provided by Australian based GBST who have been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999, amassing \$186bn (AU) in assets under management on their systems. The comprehensive suite of portfolio management tools is powered by Financial Express, who also provide the data for the platform, and the illustrations are provided by Dunstan Thomas.

The Novia team, based in Bath, is led by Bill Vasilieff, ex Sales and Marketing director and joint Co-founder of Selestia. Novia, as an independent proposition, has substantial financial backing from a combination of private individuals and corporate organisations. The board is chaired by Sir Anthony Cleaver (former chairman and chief executive of IBM in the UK). Other members include John Beaumont, non executive, who has held a number of non executive roles in major public organisations and several technology startups, Tim Levy (non executive and investor), Chief Executive of Future Capital Partners, David Royds (non executive and investor) Chairman of Matrix group, and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the Financial Services Authority.