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For Immediate Release

Novia integrates its reporting & management system with Morningstar Adviser Workstation

Novia, the UK's most sophisticated full wealth management platform, has integrated its newly updated reporting and management system, *Report Zone*, with the Morningstar Adviser Workstation, to provide advisers with immediate analysis of investment portfolios and access to data on more than 28,000 investment funds.

Report Zone already delivers an extensive range of reports for advisers and the tie-up with Morningstar allows advisers to upload client portfolio holdings on Novia onto the Morningstar Adviser Workstation software for analysis. The integration with the Morningstar Adviser Workstation will further extend the system's functionality by enabling advisers to access immediate analysis of investment portfolios; investment data; research and tools.

Advisers will also be able to access data on over 28,000 investment funds, as well as risk profiling, asset allocation tools and independent fund analysis.

Bill Vasilieff, CEO of Novia comments;

"Latest feedback from advisers using Report Zone indicates that they can add real and quantifiable value to their client relationships and their business through the clear and concise management information and reporting it provides. One example is the ability to produce client information at a frequency of the adviser's choosing, which for a fee-paying client adds immediate value but, from the adviser's perspective, is achieved at no extra cost. By joining forces with Morningstar, we have an even stronger proposition for advisers as they have access to a far greater set of information, which in the continually moving environment can not only assist with decision-making, but also demonstrate to clients their whole of market credentials."

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Notes to editor:

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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.

About Morningstar, Inc

Morningstar, Inc. is a leading provider of independent investment research in North America, Europe, Australia, and Asia. The company offers an extensive line of Internet, software, and print-based products and services for individuals, financial advisors, and institutions. Morningstar provides data on approximately 360,000 investment offerings, including stocks, mutual funds, and similar vehicles, along with real-time global market data on more than 4 million equities, indexes, futures, options, commodities, and precious metals, in addition to foreign exchange and Treasury markets. The company has operations in 21 countries.

Morningstar Adviser Workstation provides access to data on more than 28,000 investment funds, as well as risk profiling, asset allocation tools and independent fund analysis. *It was named Most Favoured Platform Users Planning Tool at the 2009 Logica UK Platform Awards and Best Online IFA Tool at the 2010 Professional Adviser Awards.