

14 August 2009
For Immediate Release

Novia partners new discretionary wealth managers

Novia, the UK's most sophisticated 'full wrap' wealth management platform provider, has announced partnerships with three new discretionary managers. Vestra Wealth, Williams de Broë and Barmac Asset Management will all be available to advisers who are using the Novia wrap.

Bill VasiliEFF, CEO at Novia, commented:

"This has been in response to requests from advisers who want specialist expertise to build and manage model portfolios. The discretionary manager can provide the expert portfolio management and investment research capabilities enabling advisers to focus on financial planning and understanding their client's detailed needs and aspirations."

Bill adds:

"For advisers, the great advantage of using the Novia wrap is that they can retain control over their client assets. The discretionary manager can set the investment strategy for any given client or group of clients and yet the adviser can see online the performance of the investments being made, and the assets remain within the wrap."

David Scott, Managing Partner, Vestra, comments:

"We are really excited to be working with Novia whose modern wrap provides a perfect solution for advisers to work together with us to provide a genuine independent tailored investment solution."

Mark Stevens, head of marketing and development at Williams de Broë, comments:

"Novia's quality wrap matches our own values of investment independence and belief in quality of service – we are delighted to be partnering with them and offering their advisers our own blend of traditional private client portfolio management with contemporary investment techniques."

Andrew Bartles, CEO at Barmac Asset Management, comments:

"It's a pleasure to have teamed up with Novia – they're modern and innovative and so are we. We have a distinctive yet rigorous investment approach and we look forward to working with advisers to deliver strong, secure returns for their clients."

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Notes to editor:

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 InfoComp 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.