

Immediate release

Chris Skelhorn Joins Novia Wealth Management Service

Novia are delighted to announce that Chris Skelhorn is joining them from the 20th of April. Chris will join the national sales team and will take the new role of Regional Sales Manager – South West, responsible for developing business with professional investment advisers in the south west of England. Chris has joined Novia from Zurich where he was Area Sales Director within the Intermediary Group.

Paul Boston, Director of Sales for Novia comments;

“It’s great to have Chris onboard. He’s got 20+ years experience in the industry and really understands the challenges that advisers are facing in growing and developing their businesses in the current environment. Novia already have over 100 adviser firms signed up to use the platform and we’d like that to be 200 by the end of the year. Chris’s pragmatic approach to working with advisers to deliver improved efficiency should help us get to that target and deliver assets under administration”

Chris Skelhorn has worked for other life offices including Norwich Union in sales and account management roles but sees the future in the wrap platform arena;

“Much of my career has been developing investment, life and pension business within the adviser channel. It’s clear that advisers have generally proved resilient to the changes technology, legislators and client needs have demanded of them. Going forward the challenge will be still be about offering investors breadth of choice and tailoring to their needs but also about doing that as efficiently as possible. Wrap platforms have to be a large part of the solution and the opportunity to join an independent, rapidly growing full wrap player with leading technology and a highly experienced management team was too good to turn down”

Married with two children, Chris lives near Chippenham in Wiltshire and is also a keen yachtsman regularly enjoying offshore racing.

ENDS

Notes to editors:

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

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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 cofounder 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.

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