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For Immediate Release

Novia links with USA's leading financial planning tool –Voyant

Novia, the full service wrap provider, has linked with America's 'best financial planning tool'* in a tie up with Voyant.

The new system is available at a 40% discount for advisers using Novia.

The tried and tested software already underpins financial planning in the USA and provides one of the most comprehensive packages available.

The new Voyant planning tool provides advisers with data gathering, analytical and reporting capabilities, which include:

- Key life stage analysis
- Simulations and illustrations of "what if" scenarios
- Real-time analysis of current investments
- Projected cash flows

Advisers wishing to use the Voyant software will be able to select the same asset allocations that Novia provides in its planning tools. This will give consistency of economic assumptions between illustrations generated via the Novia system and those that determine projected cash flows and assets within the Voyant tool.

Bill Vasilieff, CEO of Novia, comments; "The Voyant planning tool allows the adviser's client to understand their lifetime financial needs, goals and aspirations better. It has tried and tested applications that provide charts showing cash flow, assets, expenses, debts and net worth that can be used to engage the client and get commitment. By being able to select the same growth assumptions as used in the Novia tools, advisers can get consistency when progressing to implement their investment recommendations on the Novia wrap."

Bob Freeman, COO of Voyant UK, comments; "We are delighted to have this link with Novia. Our experience in the US has shown that getting clients engaged in a collaborative financial planning process really helps to create a 'buy in' to the investment decisions. Being able to build and implement the portfolio through multiple product wrappers on the Novia wrap really is making the most of effective and efficient technology from start to finish."

Advisers who wish to take advantage of the favourable terms that Novia are offering should speak to their Regional Sales Manager or go to <http://www.novia-financial.co.uk/sales-team.asp>

- **Ends** -

*Voyant was recognised by Kiplingers as the best financial planning tool in the US in its survey published in the Wall Street Journal.

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Notes to editor:

Novia

Winners – Best New Platform – UK Platform Awards 2009

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.

Voyant

Voyant UK was established in 2008 to provide an innovative financial collaboration suite and top rated support and service for the United Kingdom.

Founded in 2006, Voyant Inc. was spun out of the Gossamer Group, an award-winning technology consulting, development and integration services firm in the financial services industry.

Leveraging years of experience in building customer satisfaction and loyalty, Voyant develops software that de-mystifies complex planning processes for mainstream consumers. Voyant's unique financial relationship management solutions engage users interactively, helping them understand the immediate impact of specific planning decisions, and encouraging ongoing collaboration and dialogue between financial experts and their clients.