

Immediate release

Novia offers exclusive on London & Capital Portfolios

Novia, the full service wrap platform, is delighted to announce its partnership with independent wealth manager, London & Capital, to offer exclusively the 'London & Capital Managed Portfolios' – 10 new risk-graded, actively managed portfolios, which blend traditional funds with ETFs using a range of Alternative Investments.

Bruce Ely-Johnston, Head of Adviser Solutions, London & Capital said; "The challenges presented by the RDR means significant numbers of advisers are looking to outsource Discretionary Fund Management, and to do so cost-effectively. Through our partnership with Novia we are delivering our new portfolios with a market-leading charge of just 0.25%. The platform is built on market-leading technology and provides a quality service with a comprehensive range of product wrappers and secure access to valuations 24/7, so we are delighted to partner with Novia. With our track record for outstanding annualised investment returns over the longer term, we believe the new portfolios make for a compelling proposition and we expect them to be warmly received by the intermediary community. And as part of the partnership with Novia we will move some of our existing smaller portfolios across to the Novia platform"

Paul Boston Sales Director at Novia, added; "We're delighted to be working with London & Capital. What's clear is that forward-looking businesses are getting themselves into position now for the RDR changes and making the most of modern, efficient technology to offer their clients high value investment expertise and effectively reduce their unit operating costs."

ENDS

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Notes to editors:

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.

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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 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.

About London & Capital

Established in 1986, London & Capital is a leading independent firm of investment advisers and asset managers, with an international client base.

The Company provides private individuals, family offices, institutional investors, intermediaries and charities from across the globe with expert advice on offshore and onshore investment strategies with a strong focus on capital preservation and a personal, tailored service.

The Company started to offer a discretionary management service in 1991, and understands that clients who are attracted to its proposition require steady growth with clearly defined risk parameters. Over the 18 year period to end December 2009, London & Capital's model portfolio has delivered an annualised return of 10% per annum.

London & Capital Group now advises on more than USD2.7 billion (figure as at 30th September 2009) of investment assets for high net worth individuals and institutions worldwide.

www.londonandcapital.com

Most recently in 2009, London & Capital was awarded 'Emerging Manager of the Year – Fund of Funds' by Opal Financial Group. In the 2008 Financial Times Business 'Pensions & Investment Provider Awards', London & Capital was highly commended in the 'Asset Allocation' category. The Company was also ranked in the '2008 Top 400 Asset Managers in Europe' by IPE. Iain Tait, Director of Private Clients was named one of the '20 Rising Stars of Wealth Management' by Institutional Investor's Private Asset Management in 2008. London & Capital was recognised as 'Firm of the Year for High Net Worth Investors' at the '2007 Spear's Wealth Management Awards'.