

Immediate release

Novia partners with Premier Asset Management

Novia is delighted to announce a partnership with Guildford based Premier Asset Management which will offer a discretionary fund management capability for adviser firms who wish to benefit from the expertise of Premier Asset Management and the efficient Novia platform.

Advisers looking to outsource their investment management to specialist third party discretionary fund manager Premier, with its strong team and experience across a wide range of clients, will be able to do so and have the benefit of the fast, efficient trading across multiple investment classes that Novia's platform technology provides.

Bill Vasilieff, Novia, CEO, comments;

"I'm delighted to be partnering with Mike O'Shea and his team. This is another important relationship for us as we continue to ensure advisers who wish to have discretionary manager support are offered a choice of the best talent in the industry. We're seeing steady growth in the use of model portfolios which Premier can provide as well as bespoke portfolio management for individuals, charities or corporates"

Simon Weldon, Premier Managing Director, Sales and Marketing adds;

"Relationships with the full wrap players such as Novia are essential for us as the investment landscape continues to evolve. We need to access a wide range of traditional assets as well more innovative investment vehicles to manage clients' capital and we can do just that through the Novia wrap service"

ENDS

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.

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.

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Premier Asset Management:

Premier Asset Management is a dynamic and progressive asset management company that designs innovative investment services which aim to meet the changing needs of the market place, helping customers achieve their personal and corporate investment goals. As a private company, Premier's senior management team own a significant proportion, which it strongly believes creates a positive alignment of interests between Premier and its customers

In terms of background and experience, Premier was established over 20 years ago in Guildford, where its head quarters are still based. In fact, Chief Executive Mike O'Shea was there back in 1987. There aren't many investment groups around that can boast having key personnel still in place after 20 years. Indeed, many of the senior team have been at Premier for 10 years or more which makes for a very stable working environment. As a company, Premier understands very well indeed the needs of its customers, its business and the environment in which it operates.

Premier Private Client Portfolio Service

The Premier Private Client Portfolio is an investment solution which has been designed specifically to meet the investment needs of discerning investors, whose planning requirements are often complex and time consuming. Premier provides actively managed and highly tailored solutions which aim to help meet the very specific financial objectives of its customers, who may be individuals, charities or institutions. With more and more advisers choosing the platform route to help manage their clients' portfolios, Premier is delighted to have been given the opportunity to team up with Novia to offer its discretionary management proposition through the Novia service.

For more information please contact your usual Novia Regional Sales Manager, details available [here](#) or speak to Lee Waite at Premier Fund Managers Ltd on:

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Further Information

Premier Fund Managers Ltd

www.premierassetmanagement.co.uk