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For Immediate Release

Novia wrap chosen by Parnell Fisher Child

The Reading based advisory firm Parnell Fisher Child (PFC), a subsidiary of Skipton Building Society, has announced the selection of the Novia wrap to support its wealth management proposition.

Having gone through a thorough due diligence process which considered all the main platform providers in the UK, Perry Rapley, CEO at PFC commented:

“Our proposition has always been about being aligned with our clients, offering them sound professional investment advice and managing wealth well. With over £300m under management we have been highly successful with our bespoke portfolio management service, which we can now do using the best of modern technology. Equally we now have the flexibility of using model portfolios, which we can monitor and make changes whenever necessary without our clients facing any switching charges.

Perry adds;

“Post RDR advisory businesses really will have to deliver sustained investment advice to justify their charges. This has always been part of our model and wrap technology helps do that really efficiently. It will be an essential piece of the jigsaw in providing great client value”

Bill Vasileff, Novia, CEO added:

“We’re delighted to be working with Perry and his team. The post RDR world is looming and we’re happy to be providing a fully transparent wrap, independent of any product provider, and flexible enough to cope with different levels of adviser charging.”

- **Ends** -

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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 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.

Parnell Fisher Child

PFC was established in 1982 and today has over 1000 clients, £300m + assets under management and 6 Registered Individuals.