

Immediate release

Novia goes live with its adviser extranet

Online wrap provider Novia Financial plc has completed the next stage of its evolution and, since mid December, offers advisers and clients its secure extranet facility.

The newly launched extranet allows financial advisers straightforward online access to many features including:

- a range of portfolio planning tools (including risk profiling)
- pre-populated application forms
- client valuations and transaction histories.

It also allows clients the option of viewing their investments online.

Bill Vasilieff, CEO at Novia, says: "Our adviser firms can tailor their access and management of the Novia extranet according to their own client and business requirements and allowing for the different roles which administrators, para-planners and RIs perform." "Our online risk profiler allows advisers to assess their clients' attitudes to risk and, by supporting this with arrange of tools, we can help advisers review existing portfolios and create new portfolios according to clients needs."

Richard Denning, Director of Operations at Novia commented: " We've worked hard at giving advisers what they want - a secure, straightforward and easy to use extranet."

"We have developed extensive business processing functionality. We are also focused on the critical importance to advisers of the ongoing relationship between them and their clients. We understand how vital it is that advisers and their clients have online access to comprehensive valuation information and transaction histories. With InfoComp we have built a suite of MI reports available to Firm Owners, Advisers and Administrators to help them run their businesses more efficiently and in line with TCF."

The comprehensive and extensive adviser proposition has been made possible through Novia's working partnership with InfoComp. Novia have been using InfoComp's Composer solution for back office processing and this latest development uses the recently launched ComposerWeb front end solution.

Rob DeDominicis, Chief Executive of InfoComp UK added: "All the hard work inside Novia and InfoComp has paid off and InfoComp's proven Composer technology has enabled Novia to go live with a quality system which is fast, intuitive and easy to use. We've really enjoyed working with a business which is so focussed on delivering a quality solution."

"ComposerWeb builds on the core principle of Straight Through Processing that has always been at the heart of our existing back office solution, including EMX, which enabled Novia to complete live trades from the first day of launch. As providers look to adapt and keep costs low in difficult markets, the importance of STP has now been thrown into sharp focus and the launch of our ComposerWeb solution emphasises InfoComp's commitment in this area."

Launched in October 2008, Novia has been trading with live investments from a number of financial advisers and looks forward to increasing its presence in the online investment arena.

ENDS

Cambridge House, Henry Street, Bath BA1 1JS
T / 0845 680 8000 F / 01225 460 859 W / novia-financial.co.uk E / info@novia-financial.co.uk

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, 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 as well as a Cash Facility.

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 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.

For further information please contact:

Zena Hendy on 01225 747 024

Email: zena.hendy@novia-financial.co.uk or email: media@novia-financial.co.uk