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For Immediate Release

Novia wrap chosen by Montpellier

Montpellier Asset Management has chosen the Novia full service wrap to enable delivery of their evolving business proposition.

Trading for over 15 years the firm provides financial advice and wealth management principally for private clients.

Simon Whitney, senior partner, Montpellier, comments;

“We need to deliver a high quality service proposition that allows us to build portfolios that are competitively priced and transparent in their costs and charges. Most importantly, the Novia wrap service provides us and our clients with real time access for receiving and reporting on their funds under management.”

Danny Callaghan, partner at Montpellier adds;

“We’re now actively looking to grow our business and Novia’s platform supports our vision - clear, transparent and competitive charging. There is the breadth of investments to deliver our investment strategies, particularly a great range of passive options using tracker funds and ETFs. This enables us to use passive investment management for core holdings and active investment management for areas where fund management expertise can deliver above average returns against their specific benchmarks. In this way we can build portfolios with a total TER of approximately 80 bps.”

Paul Boston, sales director at Novia commented;

“We’re delighted to be working with the team at Montpellier. We’re talking to many advisers at the moment as they come to grips with the positives that the RDR brings and the death knell it sounds for the supermarket model. We can not only provide the breadth of assets required by advisers, but also the transparency and flexibility to accommodate 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.

Montpellier Asset Management

As Independent Financial Advisers, we have access to the full range of products and companies available, offering you independent advice, as opposed to a tied agent or company representative who may only advise and offer products from the company they represent. We use industry leading research and online sourcing systems which enable us to become aware of changes in legislation.

We aim to offer a holistic range of financial solutions aligned precisely with the needs of our clients and we are happy to work on a fee or commission basis or a combination of both. We deliver unbiased advice, driven solely by considerations of value for money, fitness for purpose and client need. Always accessible, we're enthusiastic about what we do and aim to form life-long relationships with our clients because we deal in their future security and prosperity.

We seek to ensure a prosperous financial future for individuals and to help companies benefit from loyal, committed workforces through original, tailored employee benefit programmes.

We believe in providing holistic advice which complements the lifetime goals of our clients. For companies that means we develop an understanding of the business and its strategic objectives before offering solutions. With individual clients we provide flexible financial solutions that match existing lifestyle goals and can mature and change without penalty as these targets also grow and change.