

Immediate release

Novia launches online white labelling

Full wrap provider Novia is delighted to announce delivery of its online white labelling facility. From the end of April, all advisers and firms signed up to Novia will have the opportunity to brand online access screens that their clients view.

The client will see their adviser, or firm's, onscreen branding when browsing their valuations and transaction history pages. The brand will also appear on any valuations or transactions the client chooses to print out.

A significant step forward in offering bespoke solutions for the online adviser, Richard Denning, Director of Operations at Novia says; "Novia believes advisers should be able to maintain their own brand while taking advantage of our technically advanced platform.

"Unlike many traditional providers in the market, we do not believe that simply pushing a retail brand is critical to our success. More important is allowing advisers to tailor the service and investment solutions they give to their clients."

The ease with which an adviser or firm can white label their clients' visits will be an attractive proposition.

Any adviser or firm interested in white labelling the Novia platform should email: clientservices@novia-financial.co.uk for more information.

ENDS

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 Vasileff 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

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

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