

Immediate release

Novia partners with Close Asset Management Limited

Novia are delighted to announce a partnership with Close Asset Management Limited who will offer a discretionary fund management capability for adviser firms who wish to benefit from the expertise of Close Asset Management and the efficient Novia platform.

Advisers looking to outsource their investment management to a specialist third party discretionary fund manager will now be able to do so and have the benefit of the fast, efficient trading across various investment classes that Novia's platform technology provides.

Bill Vasilieff Novia CEO comments "I'm delighted with this partnership. To have a discretionary fund manager with the expertise and reputation of Close Asset Management as Novia's first discretionary manager partner is very exciting and brings real credibility to using discretionary managers as part of a wrap platform solution. In recent years we have seen a growing demand from advisers for good quality partnerships between administration platforms and DMs and we see this as being a powerful segment of the market in future"

Dave Field, Novia's senior project manager responsible for Business Transition and helping advisers get the best from Novia's wrap comments, " As advisers segment their client base we are seeing many advisers look to specialist Discretionary Managers whilst they themselves spend more time on financial planning for certain clients. Our platform makes it easy for an adviser and DM to establish model portfolios for a range of risk profiles. The portfolios can then be adjusted by the DM at any time and the clients' portfolio moved quickly and efficiently. And using online views – advisers, DM and client can see exactly how things are going with 24/7 valuations and transaction histories."

Paul Clements, Managing Director, Investments of Close Asset Management said "We're very happy to link up with the quality solution that Novia have developed. Whilst we have expertise in providing the best investment solutions built up over many years we still pride ourselves in delivering innovation. Novia's wrap continues to push innovation into the hands of advisers and if the changing market shows clear efficiencies in outsourcing investment management then we are in great place to help them."

Advisers who wish to discuss the opportunity to work with the Novia and Close Asset Management partnership should contact their local Novia Regional Sales Manager - details can be found on www.novia-financial.co.uk or Close Asset Management on www.closeam.com .

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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 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 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.

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