



PRESS RELEASE

WARD CONSULTANCY PLC LAUNCHES MARKET LEADING WEALTH MANAGEMENT SERVICE FROM NOVIA

Ward Consultancy PLC has announced an expansion to its specialist services for high net worth private clients with the launch of ‘Pinnacle’ a market-leading wealth management service powered by the full wrap provider Novia to provide a single integrated solution to meet clients’ investment needs.

Chris Ward, chairman and managing director, Ward Consultancy, commented: “The Novia platform provides a cost-efficient and tailored way for our advisers and clients to have real flexibility in matching investment needs to the right investment portfolio. It gives control and also choice, value and transparency backed by the very best in people and technology to make sure our clients receive the very best service”.

Ward goes on to say: “We chose Novia as our technology partner after extensive market research. We believe this platform is right for our clients because of its speed and efficiency with which client investment decisions can be implemented, providing quick and easy access to buying and selling investments with the minimum of paperwork.”

Paul Boston, sales director at Novia, comments; “We’re delighted to be working with Chris and his team. Our wrap technology sits behind the quality advice they offer their clients and shows yet again that full wrap is the way forward for progressive investment advisers. Ward Consultancy has a need for a real breadth of different asset classes and funds which we are delivering, and we are on plan to see £100m from them over the next 36 months.”

...Ends

For further information:

Novia:



Martin Broomfield, Head of Marketing, Novia. martin.broomfield@novia-financial.co.uk :
07525 767 280

Vaughan Andrewartha, Director, Votive: 020 7353 9277

Ward Consultancy:

Chris Ward

Chairman and Managing Director

Ward Consultancy plc

T: 0118 9404111

E: chrisw@wardconsultancy.plc.uk

Notes to the 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 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 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.

Ward Consultancy PLC



Founded in 1984 by Christopher Ward, Consultancy PLC celebrated 25 Years in business in June 2009. One of the UK's leading Independent Financial Advisers, the company provides a range of fee based financial and tax advisory services and products to high net worth private clients and employee benefits advice to corporate clients.

Ward Consultancy is a values based business operating to high standards in every aspect of integrity, trust and honesty.

With offices at Hare Hatch in the Thames Valley, Mayfair in London, and Birmingham, Ward Consultancy is well located to service private and corporate clients in its selected markets.