

## NOVIA, A NEW AND INDEPENDENT WAY TO WEALTH MANAGEMENT

### New wrap platform to launch in the Summer 2008

Novia, a new wealth management service or "wrap" platform will launch to the adviser market in the summer of 2008. The brainchild of ex- Selestia founder and marketing director Bill VasiliEFF, Novia will offer a comprehensive wrap service combining cutting edge, purpose built, tried and tested technology, and a full service proposition to the rapidly evolving market.

Novia, derived from the Latin for "new way" is not tied to any product provider and from launch will offer a transparent pricing structure as well as access to a wide range of product wrappers, a full suite of portfolio management tools, and access to an extensive range of investment classes including shares, bonds, traditional funds and alternative investments. In addition, responding to adviser demand, the new wrap will also provide a cash facility to allow easy trading and to assist advisers when implementing investment decisions.

The core operating system will be provided by InfoComp, who have been developing software solutions for fund administration and financial services since 1996 and for wrap solutions since 1999. InfoComp, a tried and tested system with an unrivaled reputation as a provider of first class scalable and functionality advanced systems, currently powers 4 of the top 10 wraps in Australia. As well as providing all the data for the platform, Financial Express will be powering the site with a suite of comprehensive portfolio management tools.

Bill VasiliEFF, CEO of Novia said: "Our aim is to provide advisers with everything they need to manage an investor's portfolio. We know that the market for investment platforms is changing rapidly and advisers want something that can give them not only broad access to investment assets, but also all the management information they need to easily communicate with their clients. A key part will be a strong and robust service proposition - we want to deliver a quality operation built on proven technology and backed up by service professionals."

Commenting on the appointment of InfoComp UK to work with Novia; Rob De Dominicis, Chief Executive of InfoComp said:

"Bill VasiliEFF is a well-known figure in the UK industry and we are delighted to be working alongside him and his new team. This is a great achievement for InfoComp UK and a real commitment to our Composer software."

Novia has substantial financial backing from a combination of private individuals and corporate organizations. The board is chaired by Sir Anthony Cleaver (former chairman and chief exec of IBM in the UK). Other board members are; John Beaumont, non-exec who has held a number of non-executive roles in major public sector organizations and several technology start-ups ; Tim Levy (non exec and investor) chief executive of Future Capital Partners; David Royds (non- exec and investor) chairman of Matrix group and Bill VasiliEFF as CEO.

VasiliEFF concludes: "There have been a number of entrants into this market over the last few years, however what we believe will make Novia stand out is not only a full commitment to first class customer service and transparency of our pricing, but also our independence to provide a proposition which will be at the forefront in the evolution of wrap platforms"

### For further information please contact:

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