

## NOVIA APPOINTS PAUL BOSTON AS DIRECTOR OF SALES, AND CHRIS FRENCH AS REGIONAL SALES MANAGER

Novia, the new and independent wrap provider launching later this year, today announced the appointment of Paul Boston as Director of Sales. Paul joins from Selestia Investment Solutions, part of the Skandia group, where he was National Sales Manager. Paul will be responsible for managing and helping to develop a highly trained and skilled sales force, capable of bringing the sophisticated technology and broad reaching investment proposition to the new generation of investment advisers.

Paul, who will be joining later this year, will form part of the Novia executive management team, working alongside Shaun Allwright as Director of Business Development, and Richard Denning as Director of Operations, reporting into Bill Vasilieff as Chief Executive Officer.

Prior to joining Novia, Paul spent seven years at Selestia where he was consistently recognized as top consultant. Here he helped launch the platform to market in November 2001, working closely with IFAs to support them in the transition between traditional transaction based selling, to relationship based advice. The aim will be the same at Novia - to increase business values, improve cost efficiencies as well as mitigate business risk. Paul who began his career in 1989 at Allied Dunbar has also worked at Worldwide Risk, and St James's Place.

In addition, Novia has also appointed Chris French as regional sales manager for the North East. With 21 years of experience within the financial services arena, Chris has extensive knowledge of the fund supermarket and wrap landscape, having spent a number of years at Fidelity FundsNetwork as the UK sales manager for the northern region. Here he was responsible for developing new markets and identifying new relationships, before subsequently joining the wrap team at Friends Provident where he worked as a wealth development manager, responsible for product development, business re-engineering and platform development, manufacture and deployment. Chris has also worked for Scottish Mutual and Abbey for Intermediaries as Business Development Manager, Britannia Life, and Eagle Star where he began his career in Financial Services. He is a keen sports enthusiast enjoying hockey, tennis, snowboarding and golf.

Bill Vasilieff CEO said: "Paul and Chris bring a tremendous wealth of experience to our team, with a strong customer focus and a deep knowledge of the IFA community and wrap market, they are well positioned to help Novia deliver on our vision of being the leading wrap provider in the UK. The appointment of Paul completes the formation of the executive management team, with only a small number of vacancies remaining within the expanding sales team."

Paul Boston commented: "This is an exciting time to be joining Novia. With the ramifications of the RDR and TCF still impacting in the industry I believe Novia is perfectly positioned to provide advisers with a truly open architecture proposition, offering both independence and transparency. I very much look forward to being part of the team."

Chris French added: "I am delighted to be joining Novia and to be playing a key role in supporting the strategy for growth and delivering a first class service centred around , robust technology, great adviser back-up and complete transparency."

Novia will launch to the IFA market in the Autumn of 2008 and will offer a comprehensive wealth management proposition aimed at advisers with mass affluent and high net worth clients. It will offer a wide range of tax wrappers, an extensive range of platform based assets, an enhanced range of platform tools, world class IT support and price transparency.

ADVISERS INTERESTED IN FINDING OUT MORE ABOUT THE LAUNCH OF NOVIA CAN LOG ON TO [WWW.NOVIA-FINANCIAL.CO.UK](http://WWW.NOVIA-FINANCIAL.CO.UK)

----- ENDS -----