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For Immediate Release

Novia named Best New Platform Proposition at industry awards

Novia Financial Plc, the independent wealth management service and full wrap platform provider for financial advisers and their clients, has been awarded the accolade of 'Best New Platform Proposition' at last night's UK Platform Awards.

Novia, who offers one of the widest ranges of funds available in the UK, beat off fierce competition, including AXA Elevate to take the title.

Bill Vasilieff – Novia CEO added:

"There was some tough competition in these awards, so we feel very honoured and delighted to have won such an accolade. There has been a lot of hard work put in by the team at Novia and all our partners, and winning the award means a great deal to us. We believe that it is the combination of modern technology and great service that makes us stand out. Our platform is built on best practice open architecture principles and delivers advisers a wide range of product wrappers, together with an extensive suite of portfolio management tools and management information."

The awards dinner took place on Wednesday 24th September at the Waldorf Hilton in London.

- Ends -

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Notes to 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.

The UK Platform Awards

The UK Platform Awards, now in their third year, seek to recognise excellence and reward success and achievement across the platform sector, not just for the platforms but also advisers and software and service providers.

Judging is done by an independent panel of experts from within the industry based on nominations from users of the platforms and submissions from providers themselves.