

Immediate release

## Novia launches structured products from Barclays, Arc and Morgan Stanley

Novia has announced that a number of structured products from market leading providers are now available through its online platform.

A range of structured products from Barclays, Arc and Morgan Stanley will launch the offering with other providers to follow. The addition of the products will strengthen further the broad range of investments available through the wrap, which include authorised funds, ETFs and hedge funds.

Initial products available will include the Barclays Defined Returns and Annual Kick Out plans, Arc Fixed Income plan and Morgan Stanley Defensive Gilt Backed Growth Plan. Novia believe that such products are becoming increasingly important for intermediaries using wrap platforms and will continue to make new versions and new products available in response to demand.

Bill Vasilieff, CEO at Novia comments: "The addition to the platform of structured products from these highly respected providers further reinforces Novia's commitment to offering the widest possible range of investment opportunities. We have responded to strong demand from advisers for platform access to these products and will continue to develop our principle of open architecture."

Colin Dickie, director, Barclays Wealth: "We are delighted that Novia has decided to offer a range of structured products through its platform. From our own research we know that advisers are increasingly eager for better access to structured products through platforms and it is encouraging to see a forward thinking business like Novia listening to the market and positioning its proposition accordingly."

Marc Chamberlain, Executive Director at Morgan Stanley commented. "Novia's move to include structured products on their platform reflects what we are seeing in the marketplace, namely that these types of investment are increasing in popularity. In the current low interest rate, high volatility environment structured products offer real opportunities to generate attractive returns. This addition to the platform now enables advisers to offer clients the full breadth of the investment toolbox when considering their needs."

Shane Whitehead, Arc Capital and Income (ACI), Head of Sales commented: "Since the ACI undertook an MBO in October 2008 we have made considerable advances in developing the sales network of the business. The agreement with Novia is another significant step in this programme and we are delighted to be working with this new and exciting wrap platform provider".

Advisers seeking more information about the opportunities of using structured products through the Novia platform should speak to their regional sales manager or visit the Novia website at [www.novia-financial.co.uk](http://www.novia-financial.co.uk)

**ENDS**

## 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.

## For further information please contact:

For Novia, Martin Broomfield, Head of Marketing

[martin.broomfield@novia-financial.co.uk](mailto:martin.broomfield@novia-financial.co.uk)

Tel: 07525 767280

For Barclays, Chris Duncan / Andrew Appleyard, MRM

Tel: 020 3326 9907/ 020 3326 9908

For Morgan Stanley, Marc Chamberlain, Executive Director

[Marc.Chamberlain@morganstanley.com](mailto:Marc.Chamberlain@morganstanley.com)

For Arc Capital & Income (ACI), Shane Whitehead, Head of Sales

Tel: 0845 890 8915