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NEWS RELEASE

## 1ST - THE EXCHANGE COMPLETES INTEGRATION WITH NOVIA

**1ST - THE EXCHANGE**, the market leading provider of technology to the financial services industry, including e-commerce services to over 27,000 advisers, today announced its partnership with **Novia**.

Novia, the winner of 'Best New Platform' at the UK Platform Awards 2009 was launched in October 2008 and provides a comprehensive wealth management service or 'full wrap' for investment advisers and their clients.

Users of 1st - The Exchange's Adviser Office system will now have direct, seamless access to online valuations and commissions' data from the Novia wrap platform through the system's dedicated e-Business suite.

Adviser Office is the market-leading client management solution, used by more than 1,600 firms, offering wealth management and financial advice. This new integration brings the total number of providers supporting electronic valuations to 37 - the highest for any comparative back office system.

David Child, managing director, 1st - The Exchange commented:

"Ongoing development of our systems and software remains a high priority for us, ensuring our users have access to all the newest products and services as fast as possible. Our integration with Novia will bring significant added value through a streamlined, cost effective solution which will benefit both the adviser and their clients."

Richard Denning, Novia’s operations director added:

“We are delighted to be working with 1st - The Exchange and their online proposition. Our service is targeted at investment advisers helping them deliver the advice they give to their clients by using the best in wrap platform technology. It dovetails beautifully with the aims of Adviser Office - helping to improve the effectiveness and efficiency in the way advisers work and the client service they deliver.”

**ENDS**

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## Notes to Editors

### About 1st - The Exchange

1st - The Exchange is a market leading provider of technology solutions to the financial services market. The company provides an integrated suite of technology solutions, software and consultancy to the financial services industry, to help support the key stages of a distributor's business process.

The Exchange is the largest provider of online comparative quotations and electronic new business applications in the UK financial services portal market. Its main product is Exweb, which is the UK's leading intermediary trading platform in the financial services market, used by approximately 27,000 registered users within authorised advisory firms. It provides online information and transaction services, with 185 million client illustrations processed to date over the service since January 2008.

1st develops, markets and supports software delivering financial planning, client management and full back office administration to financial intermediaries. 1st's 'Adviser Office' software, is the market-leading client management solution used by more than 1,600 Adviser firms offering wealth management and financial advice, both Multi-tied and Independent.

The latest solution from 1st - The Exchange is Adviser Evolution. This technology harnesses the power of business data at point of sale with full client detail, portfolio analysis and sales management tools to ensure service and sales levels become a key competitive advantage.

Based on Microsoft SQL Server and .net Technology, Adviser Office and Adviser Evolution link with over 60 partners, including product providers, portals and fund supermarkets to aggregate client data and avoid any data re-keying.

### About 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 GBST 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.