

For Immediate Release

Novia adds European Investment Management as discretionary manager

Novia, one of the UK's leading full wrap platform providers, has strengthened its discretionary manager offering further following its exclusive arrangement with European Investment Management to offer their range of model portfolios via the platform. Advisers can now access over 30 discretionary managers through Novia and the platform continues to expand this range.

European Investment Management was officially launched early in 2011 with an "all star cast" of "high profile asset management veterans" and was immediately acknowledged as "combining traditional values with contemporary delivery". The company has been built from scratch to integrate seamlessly with professional advisers, and to provide them with a consistent service they can trust.

The following five strategies are now available to advisers and their clients:

- Fixed Income
- Fixed Income biased
- Blend
- Equity biased
- Equity

These investment strategies can only be accessed through Novia. This exclusive arrangement allows advisers to provide a market leading solution catering to their clients' needs, combining European Investment Management's expertise with the platform's cutting edge technology.

The core/satellite portfolio construction combines both international and alternative assets with more traditional investments. Each strategy is actively managed and is regularly rebalanced and the use of both active and passive assets means that this is cost effective and can readily accommodate regular contributions.

Scott Beasley, Investment Analyst at Novia Financial comments: "We are delighted to be the only platform that can offer this range of strategies. The addition of European Investment Management's five strategies adds further choice to an increasingly impressive DM offering available through Novia and provides advisers with the tools they need to effectively manage their client's wealth."

Rod Gentry, Group Chief Executive at European Investment Management comments: "We are very pleased to be entering into this partnership with Novia. It is clear that we share a commitment to the highest standards of service and our sophisticated process is ideally suited to a platform with Novia's capabilities."

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Notes to editors:

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.

About European Investment Management Limited

Wholly focussed on protecting and growing the wealth of individuals and their families, European Investment Management ('EIM') combines traditional values with contemporary delivery. European Investment Management is part of the European Wealth Management Group.

EIM has a highly experienced board chaired by George Robb, a founder and former chairman of Aberdeen Asset Management. Rod Gentry, the Group Chief Executive, previously helped grow Ashcourt Holdings into a £2 billion investment management organisation and has an established track record in acquiring and running successful investment management businesses. Also on the Board is Geoffrey Dearing, the former Chairman of Ashcourt Holdings Plc.

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