

Immediate release

NOVIA ANNOUNCES CHRIS BLAKELEY TO JOIN AS HEAD OF RISK AND COMPLIANCE FOR NOVIA INVESTMENT SERVICES LTD

Novia, the online wrap provider today announces that Chris Blakeley has joined as Head of Risk and Compliance for Novia Investment Services Ltd. In his new role Chris will report to Richard Denning, Chief Operating Officer, and will be responsible for managing regulatory risk for the business working on the AEGON platform delivery.

Chris joins Novia from Macquarie where he worked for three years as Head of Risk and Compliance for Macquarie Banking and Financial Services UK division. He previously worked for Burns Anderson PLC as Head of Compliance where he gained experience of dealing with the challenges facing distribution businesses. Whilst there, Chris was responsible for leading regulatory management change resulting from a reduction in prescriptive rules under the FSA's transition to a principles based approach and Treating Customers Fairly (TCF) expectations. He worked on how TCF could be measured, assessed and demonstrated in IFA practices. Chris moved into compliance management after qualifying as an accountant with Coopers and Lybrand in Bristol.

Richard Denning, Chief Operating Officer at Novia Investment Services comments: "Chris brings a wealth of experience to the team in terms of both risk management and compliance, and we are delighted to have him on board. With over 15 years of experience in senior risk and compliance roles for intermediary firms his expertise will be invaluable. As we continue to grow the Novia business both in terms of staff numbers and assets under management it is more important than ever to ensure we are ahead of the curve when it comes to regulatory issues. Novia is well placed to thrive in the new RDR environment and Chris's input into our development and success will be invaluable.

Chris Blakeley said: "Novia is a forward looking dynamic business, geared to prosper in the new world of online capability. I am thrilled to be part of the growing team and very much look forward to helping the business grow in the post RDR world. The AEGON project is a key aspect of the business development and the professionalism and expertise of the staff on the project is superb."

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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 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 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.