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For Immediate Release

Novia receives service excellence accolade in five out of nine AdviserAsset Awards

Novia, the online wrap provider, has been successful in five out of nine categories in the AdviserAssets new platform awards. These awards are based solely on adviser scoring from their online tool which is used by over 11,000 registered individuals.

AdviserAsset, a research and consultancy business specialising in the IFA market, has amassed a substantial volume of data on IFA platform feature preferences through the use of their online diagnostic tool, which also shows how well platforms are delivering against adviser preferences, where as the tool was originally set up as a platform charge comparison site, this has now been extended to include other non charge factors such as sales support and transaction processing.

Novia was successful in the following categories:

- Service – Face to face sales support
- Service- Transaction processing
- Service – Client Reporting
- Service – User Training
- Best fit with IFA tool requirements.

Coming top in transaction processing, client reporting and user support help & training, Novia was also a winner in the Best fit with IFA tool requirements and in the face to face sales support category.

Paul Boston, Sales and Marketing Director at Novia said: "We are obviously extremely pleased to be recognised for the service and functionality we deliver in such a broad range of areas. Success in these awards is a real coup as they are based on entirely adviser scoring and demonstrate the first class service we strive to deliver for our user IFAs. As we continue to develop the platform and prepare for the changes that RDR will deliver, it is vital that we do not lose site of the core strategy of our business, providing first class service to our advisers backed up with award winning technology."

Colin Turton, Director of MarketWatch, the firm that owns and operates AdviserAsset said: "we believe that we reached ground-breaking levels of breadth, depth and impartiality with these awards. The awards are based on the platform requirements of over 1,100 firms representing some 12,000 RIs and over £32bn under influence that have undertaken due diligence across 225 platform features, functionality and tools using the AdviserAsset tool. IFAs have also completed over 1,800 platform service evaluations covering 28 aspects of service. The awards have been allocated purely on the basis of merit, as decided by the large number of IFAs using our tool. The smaller platforms like Novia have tended to score better in the AdviserAsset awards purely because they tend to deliver more of the features, functionality, tools and service that IFAs most value."

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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.