

9<sup>th</sup> January 2012  
For Immediate Release

## Novia offers full DM spectrum following recent addition of 'all-passive' 7IM

Novia, one of the UK's leading full service wraps has recently boosted its DM offering even further by adding 7IM – an 'all-passive' DM to the 30+ already available on the platform. 7IM was launched in 2002 and now manages over £3.6 billion in client assets (October 2011). The range of DMs on offer through Novia now covers the full spectrum from model portfolios populated with passive or active funds to fully bespoke portfolio management options.

Advisers can access the complete range of 7IM model portfolios via the Novia platform. These are designed specifically to link with the Novia risk scores from three through to ten, streamlining the process and catering to the needs of a wide range of clients.

Justin Urquhart Stewart, Director and Co-Founder at 7IM, comments: "We don't believe in "star managers", instead preferring the structured, disciplined and institutional approach from a team of very well qualified and experienced investment professionals."

Urquhart Stewart continues: "We emphasise three things at 7IM – cost conscious portfolios with steady performance and managed risk. This approach helps our clients sleep at night."

The 7IM model portfolios are competitively priced with an annual management charge of only 0.25%, VAT inclusive. In challenging economic times such as these, when costs can make the difference between a client's portfolio returning a profit or a loss, 7IM believe it is vital to keep those costs as low possible.

Scott Beasley, Investment Marketing Manager at Novia, comments: "We are delighted to welcome 7IM onto the platform as a discretionary manager. This addition really does strengthen our offering and helps us provide advisers with the broadest range of DMs possible. Novia have championed the use of DMs through a platform and we are now starting to see the market recognise this as we pride ourselves on being the 'DFM's wrap of choice'."

- Ends -

Pippa Russell - Head of Corporate Communications – [pippa.russell@novia-financial.co.uk](mailto:pippa.russell@novia-financial.co.uk) - 07740 933 120

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.