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For Immediate Release

Novia links with Structured Product Review

Novia, the full service wrap provider, has [linked](#) with StructuredProductReview.com who provide a data aggregation website for investment advisers.

The site focuses specifically on structured products and provides succinct reference information on most providers in the UK market and a database of over a thousand plans.

Ian Lowes the creator of StructuredProductsReview.com and Managing Director of Lowes Financial Management comments;

"As an advisory business we have always made it our business to understand the market and advise our clients accordingly. We launched our first website analysing the sector in 2000 and now that structured products have entered the mainstream of investment alternatives we launched a site specifically for advisers to make it easy to compare the different offerings and make their own assessment of the market."

Bill Vasilieff, CEO of Novia comments;

"Advisers want a full service platform to offer breadth of asset choice and structured products can have their part to play as an investment solution. This new site allows advisers to quickly get to product details and can only help improve the efficiency of their operations. We have added product providers in response to adviser demand and as competition increases within the structured product space we will expect this to grow further"

– Ends –

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Notes to editor:

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.

StructuredProductReview.com

StructuredProductReview.com is run and maintained by Newcastle-based independent financial adviser firm Lowes Financial Management. It is a website created by IFAs for IFAs. Lowes Financial Management has been providing financial planning and advice since 1971. One of the first adviser firms in the country to achieve the 'Chartered Financial Planners' accreditation.

Lowes has been analysing structured products for its clients for fifteen years and first published the results of their analysis on their website in 2000 warning investors about what subsequently became known as precipice bonds. StructuredProductReview.com now has the backing of many of the UK retail structured product providers who are supporting the site to provide a platform for the dissemination of information thereby encouraging transparency and awareness in the market.

Lowes Financial Management won the award for Best IFA Website 2010 from Professional Adviser magazine and was highly commended for the Professional Adviser/Baillie Gifford Financial Education Award. Ian Lowes was highly commended for his Outstanding Contribution to the Market in the Protected Product Review awards 2009.