

12 March 2010
For Immediate Release

Novia wrap accessible in Friends Provident International Offshore Bond

Friends Provident International is the latest offshore bond provider to allow the Novia Gross General Investment Account (GIA) to be held within its offshore bond.

Although advisers have been able to invest directly into the Novia offshore bond provided by Royal London 360 since 2009, many have also requested the ability to use other bond providers such as Friends Provident International (FPI). Their Isle of Man based 'Reserve Advance' bond is already designed to offer great flexibility and therefore the option of holding client assets using the Novia Gross GIA is a natural extension to a bond that has freedom of choice at its core.

Advisers who are signed up with Novia simply open an offshore bond in the usual way with Friends Provident International plus sign-off from the client for Novia to act as an external custodian. Advisers can choose from the range of assets that FPI allows within in its offshore bond and these will be held within the Novia gross GIA wrapper. Any interest payments from fixed income investments such as corporate bonds are paid gross without tax deductions and without the need for lengthy and time consuming tax reclaims, which also benefits overall investment returns.

Paul Boston, sales director, Novia, comments; "Our aim is to offer great investment choice for advisers and their clients and integrating the Novia Gross General Investment Account within the FPI Reserve Advance Bond delivers just that. Not only can advisers access a wide range of investments but also have the benefit that any interest distributions are paid without the deduction of tax and all the hassle of having to reclaim it let alone lost investment performance for their client."

Pete Dodds, Head of FPI Marketing adds, "The Novia wrap and FPI's Reserve Advance bond complement one another perfectly. The combination of this leading wrap platform and bond offers advisers a compelling proposition".

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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 Vasileff, 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 Vasileff as CEO.

Novia Financial plc is authorised and regulated by the Financial Services Authority.

Friends Provident International

Friends Provident International Limited, part of the Friends Provident group of companies, is located at the heart of one of the world's leading international financial centres – the Isle of Man.

The Island has the highest Sovereign Credit Rating 'AAA' from Standard and Poor's* and 'Aaa' from Moody's*.

From here, in a location with an enviable reputation for political and economic stability, we can offer real benefits to customers all over the world.

Our financial strength and sustained growth in a competitive and demanding market demonstrates how we understand the importance of delivering real financial benefits.

We have consistently delivered innovation and expertise to our clients for more than 30 years and our award-winning range of investment and insurance products is designed to be flexible enough to suit both local residents and expatriates.