novia / press release

19 May 2010
For Immediate Release

Forum Wealth Management chooses Novia Wrap

Forum Wealth Management, the London based 20 RI strong advisory group with ca £350 AUM, which was established in 2003 by Ian Wilson and Jonathan Downe, has chosen Novia to provide its investment wrap.

Forum Wealth Management selected Novia after an extensive due diligence with criteria that included:

- RDR compatibility
- Transparency
- Flexibility for future regulatory conditions
- Commercial ethics of both Forum and Novia
- Model portfolio functionality
- Option of discretionary fund manager
- Comprehensive range of assets – including ETFs
- Holistic client overview
- Value for money

Jonathan Downe, Managing Director, Forum Wealth Management, comments;

"We had been using platforms for some time including the early Aviva wrap. As a result our due diligence this time was very thorough – it's not just about having deep pockets – it's about being focused and having the ability to keep on top of the game. For us the Financial Services and Markets Act 2000 was the opportunity to provide quality financial advice to the clients of professional intermediaries, and as a result we developed strong relationships with our intermediary introducers. Wraps have allowed us to adapt our offering to meet evolving needs and the appointment of Novia takes this on still further. However, great technology is just the foundation and as important are their values particularly their drive for transparency. I believe that 'kick-backs' from investment managers will be stopped and we wanted a provider who already had full return of rebates built into their business model."

Paul Boston, Sales Director at Novia comments;

"We are delighted to be working with Ian and Jonathan and their team. Culturally and in terms of vision for financial services we have similar views. Our 'RDR ready' message, transparent pricing, and business focus on delivering leading wrap administration is getting through and advisory firms continue to move business to us."

– Ends –

novia / press release

For further information please contact:

Martin Broomfield, Head of Marketing, Novia. martin.broomfield@novia-financial.co.uk : 07525 767 280

Vaughan Andrewartha, Director, Votive: 020 7353 9277

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.

Forum Wealth Management Group

Forum Wealth Management Limited was formed as a specialist Independent Financial Advisory Group. The Financial Services and Markets Act 2000 created a need for a company like Forum Wealth Management as a large number of professional advisers ceased to provide financial advice.

Forum Wealth Management provides bespoke wealth management solutions. In addition to the core areas, wealth management solutions may entail advice on specialist areas for instance; inheritance tax planning, business financial planning, investment strategies, employee benefit solutions, tax planning and pensions & divorce. Forum Wealth Management believes in building long-term relationships

novia / press release

Each member of Forum Wealth Management has an average of sixteen years industry experience and are well versed in their respective fields. Each individual, as well as being an experienced "generalist", has one speciality. The group as a whole has been selected to ensure that whilst there are overlapping areas of expertise there are no holes in their collective knowledge.

For more information please go to http://www.forumwealth.com