

07 June 2010
For Immediate Release

Novia links with True Potential

Novia, the full service wrap provider, has today announced its partnership with True Potential, the leading provider of electronic business services to directly authorised advisers in the UK.

Financial advisers using the True Potential system will now have seamless access to investment commission feeds and online client valuations from the Novia wrap platform.

Mark Henderson of True Potential comments

“Advisers know the value of True Potential is having full client information at their fingertips. By integrating with the modern Novia platform their wrap investment portfolio can be shown together with other assets and products held elsewhere such as protection policies for example, making it easy for an adviser to stay in control”.

Bill Vasilieff, CEO of Novia adds;

“Wraps have revolutionised the personal investment market with advisers and their clients being able to transact and monitor within a single entity. Integrating with True Potential neatly supports this proposition and supports fast efficient flows of information to give a full client picture”.

– Ends –

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

novia / press release

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.