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For Immediate Release

## Novia voted Best Medium Wrap in CoreData Research study

Novia, the full service wrap provider, is delighted to announce that it has been ranked as top in a study by CoreData Research in the Best Medium Wrap category, fighting off stiff competition from AXA Elevate, Ascentric and Nucleus.

The CoreData Research study follows last year's success where Novia was awarded Best New Platform 2009 in the UK Platform Awards.

Martin Broomfield, head of marketing at Novia, comments: "We are committed to offering professional advisers access to an extensive range of investments and wraps on one of, if not the, most richly functional platforms in the industry. We are therefore absolutely delighted to have had our efforts recognised, and we will continue to strive to be the best platform provider possible."

Novia also has a 5 star Defaqto rating for 2010, the highest rating of excellence possible.

- Ends -

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### 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.