

August 2010
For Immediate Release

Novia adds discretionary manager Collins Stewart to platform

Novia, the full service wrap provider, is delighted to announce the addition of the award-winning investment manager and stockbroker, Collins Stewart Wealth Management, to its panel of discretionary managers.

Novia has developed a trading system and processes which allow advisers, their clients, and Novia to work together with a discretionary manager to provide a professional and effective wealth management service.

By outsourcing the portfolio management process to Collins Stewart, clients will be able to benefit from expert portfolio management and investment research capabilities, allowing advisers to focus on financial planning and understanding their client's needs and aspirations.

Furthermore, the Novia platform allows discretionary managers to:

- View a client's investments online at any time
- Make investment decisions and transactions for these clients
- Use either model portfolios or bespoke portfolio management solutions
- Be remunerated in a transparent manner directly from the Cash Facility

Martin Broomfield, head of marketing at Novia comments: "At Novia we recognise that there is a strong and growing demand in the investment market for advisers to outsource the portfolio management process to specialist third party discretionary investment managers. Adding Collins Stewart to our expert panel of discretionary managers will broaden the choice available to advisers. Collins Stewart's expertise will be invaluable, and we are delighted to have them on board."

Phil Simmonds, Head of Intermediary Sales at Collins Stewart said: "Our discretionary service is centred around a macro, top-down, robust investment process, and we fervently believe in remaining independent enabling us to select investment funds on a truly open architecture basis. Novia has a strong reputation as a platform provider, and via their platform, we are able to offer our professional intermediary partners and their clients a range of five portfolios according to their risk tolerance that dovetail in with the risk-profiler which ultimately categorises the risk profile of each investor on a scale of 1 to 10."

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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.

Collins Stewart Wealth Management

Collins Stewart Wealth Management is an award winning investment manager and stockbroker committed to providing intermediaries and their clients with a broad array of independent wealth management services. Drawing upon their offshore heritage and independence, their services are based around a dedication to traditional client service, open architecture and the latest portfolio management techniques. They aim to embrace technology within their processes and use a forward thinking approach to investment management to help them deliver a rigorous investment process for a growing, international client base. As a division of Collins Stewart plc, a listed and well capitalised financial advisory group, Collins Stewart Wealth Management have assets of £6.8bn (as at 30th June 2010) under management and administration, on behalf of over 9,000 clients, managed in London, the Channel Islands, Isle of Man and Geneva.

For further information please visit our website at <http://www.collinsstewartwealth.com/novia>