

For Immediate Release

Novia scoops “Best Platform for Discretionary Management” at Professional Adviser awards.

Last night Novia picked up the award for the Best Platform for Discretionary Management at the annual Professional Adviser awards held in the City of London. The awards recognise excellence across adviser firms, platforms, asset managers and providers. With a judging panel of 17 the winners in the platform categories were taken from a shortlist derived from Adviser votes.

Pippa Russell, Head of Corporate Communications at Novia said: “This was the first time this new category has been introduced and we are delighted to have been named as winner. Our DFM offering is second to none in the platform market providing a huge choice of managers as well as an unparalleled suite of tools and MI data. We were thrilled to scoop this prestigious award”

ENDS

Notes to editors:

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 cofounder 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 Cocoon, David Royds (ex Chairman of Matrix group) and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the FCA Register Number 481600.

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