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NOVIA ENHANCES USER EXPERIENCE WITH THE LAUNCH OF INVESTOR ZONE

Novia, the online wrap provider has today announced the launch of "Investor Zone" to enhance the investor experience and make the investment process for the client more intuitive. Investor Zone is a new Novia client portal, enabling the investor to have online access to the details on their portfolio (including trades, up-to-date valuations and withdrawals) as well as any documents relating to their portfolio. This new, view-only portal was an in-house build and has been designed to work across all platforms, working natively on mobiles, tablets and PCs.

Investor Zone will give the user an overview of their portfolio showing: Total portfolio value, the portfolio valuation over rolling 6 or 12 months (showing invested and disinvested from the platform and percentage change), and investor documentation i.e. half yearly statements.

Investor Zone will also enable the investor to drill from portfolio level to a selected wrapper level in order to show the wrapper breakdown by sector, fund and weighting. Multiple wrappers are shown and an aggregated total is also shown. The user can view wrapper valuation and a statement for each wrapper (over a rolling 6- or 12-month basis) and includes money in and out of the wrapper and the percentage change. Charges are broken down into easy-to-view sections. The adviser is also able to have access to the same information as seen by the investor.

Shaun Allwright, Director of Business Development said: "Our goal with the creation of Investor Zone was to install a great customer experience, incorporating content, branding and usability. Investor Zone will give the client a more intuitive experience of asset allocation as well as providing useful investment MI data and historical summaries, which can be used to aid tax reporting.

In addition to the changes made to Report Zone we have also updated the look and feel of the Novia Financial website making it far more informative and user friendly for our investors.”

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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 Vasileff 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 Vasileff as CEO.

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