

For Immediate Release

NOVIA FINANCIAL APPOINTS PAUL PARRY TO THE BOARD OF DIRECTORS

Paul Parry has been appointed to the Board of Novia Financial plc and Novia Financial Holdings Ltd in the position of Chief Financial Officer with effect from 1st December. Paul joined Novia in 2011, initially on contract and then as Director of Finance, a role he has held for the past two years.

Paul has extensive experience in the heavily regulated technology and telecommunications sector. His previous positions include that of Finance Director and Managing Director and group CFO. Paul is a member of the Association of Chartered Certified Accountants.

Paul joins a board with a wealth of experience in building and managing successful businesses across a range of financial, technological and telecommunications sectors. The Board is chaired by Sir Anthony Cleaver (former Chairman and Chief Executive of IBM in the UK) and includes John Beaumont (non-exec) who has held a number of non-executive roles in major public sector organisations and start-ups. The Board is completed by David Royds, Tim Levy and Bill Vasilieff, as Chief Executive of Novia Financial plc.

Paul Parry said: "Growing a business effectively, efficiently and managing risk, has been a major focus for me throughout my career and I am delighted to have been appointed to the Board, supporting Novia as it continues to build on a highly successful business model. As the financial services landscape continues to evolve post RDR, Novia with its first rate technology, extensive investment range, and unparalleled suite of adviser tools is well positioned to continue to grow market share."

Sir Anthony Cleaver, Chairman of Novia said: "We are pleased to welcome Paul to the Novia Board. I am in no doubt that his level of experience in management and group directorship positions will bring a valuable perspective as the Novia group continues to grow successfully, in a rapidly changing regulatory environment. "

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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 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.