

**For Immediate Release**

## **Novia partners with IBOSS, providing access to their unique Portfolio Management Service.**

Novia, the online wrap provider today announces that it will be partnering with IBOSS Ltd to provide supporting firms with access to the IBOSS 'Portfolio Management Service' which is a unique, white labelled, investment and client review service.

IBOSS works with financial advisory firms of all sizes nationwide and offers a white labelled investment proposition, quarterly client reviews and additional optional services. The IBOSS investment approach used in the Portfolio Management Service, now available on Novia, is designed to outperform the benchmark with lower volatility at all risk levels, evidenced in their performance to date. The service is unique in that it undertakes the client's investment reviews on behalf of the advisers, underpinning part of the firm's service proposition, alleviating the administration burden with demonstrable client satisfaction.

IBOSS manage over £0.5 billion AUM and following an extensive due diligence process have selected Novia as an additional platform. Chris Metcalfe, Managing Director IBOSS said: "Novia's offering ticked all the boxes, they offer an extensive fund range, the technology complements our requirements and there is huge synergy between the 2 companies"

Paul Boston, Sales Director Novia said: "The arrangement with IBOSS enables advisers who want to outsource their investment making decisions, both the building and the maintaining of investment portfolios, to do so in a way that enables them to retain a direct relationship with their clients, via the white labelling facility. The service offered by IBOSS portfolios enables advisers to not only access a strong performance track record but also incorporates an invaluable client review service taking the strain of the ongoing client investment reviews"

Boston continued: "Providing advisers with an extensive range of investment solutions to fit varying objectives is an important part of what the Novia platform does. However we are also keen to support advisers with the administration and service that sits alongside creating a seamless investment process. The partnership with IBOSS will play a part in helping us to achieve this. IBOSS have a unique proposition and we are thrilled to have been selected as an additional platform for their offering."

Chris Metcalfe added: "We are delighted to be able to offer our investment proposition on Novia, a business with like-minded people and a real focus on driving growth. The move marks an exciting new phase for IBOSS Ltd and our supporting advisory firms."

Advisers will be able to access the IBOSS investment proposition from November and can contact their Regional Sales Manager or IBOSS directly for additional information.

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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.

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