

For Immediate Release

NOVIA EXECUTES FIRST AUTOMATED ORDER FOR STRUCTURED PRODUCTS, IN PARTNERSHIP WITH CALASTONE AND INVESTEC

Novia is pleased to announce that for the first time structured products providers, distributors and transfer agents will be able to execute structured products via automation on the platform using the Calastone global transaction network.

Until now, the only way to transact structured products has been through manual processing. This approach has proven to be costly, prone to error due to manual intervention and thus inherent with risk.

Nick Raine, Head of Operations of Novia Financial, said: "We transact our order flow over Calastone's transaction network, and are already live with the automated re-registration service. We have been impressed with Calastone's approach to collaborating with clients, the industry and how they are constantly innovating. We are confident that now we are able to transact our structured product orders over the transaction network this will help us reduce our processing costs and remove much of the manual processing risk and we are delighted to have executed our first automated structured product trade today"

Mike Newman, Head of Business Infrastructure & Development at Investec Structured Products said: "As we already transact our mutual funds business over Calastone's transaction network, Calastone were perfectly placed to provide an automated solution for structured products trading. As our sales continue to grow in structured products, it is imperative for us to reduce operational risk. By adopting this service, not only will we be helping our distribution clients increase efficiency, but will also ensure availability to a wider market audience."

Commenting on the new service launched on the Novia platform, Julien Hammerson, CEO and Chairman of Calastone, said: "As the funds world is becoming more automated, we are delighted to see our customers realise the growth and scale potential that automation

offers. Nevertheless, operational inefficiencies still exist. We work closely with our customers to identify where further focus is required, and work hard to innovate and deliver the processes and products required to overcome them. Launching a structured products solution complements our existing product suite, which comprises of 'order routing', 'net settlements', 'reconciliations' and 're-registration', amongst others. We could not have delivered this without our pilot customers, and we thank Novia Financial and Investec for launching with us and look forward to announcing more firms as they adopt the service."

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.

For further information please contact:

Pippa Russell
Head of Corporate Communications
Novia
07740 933 120