

For Immediate Release

NOVIA STRENGTHENS TEAM WITH A NUMBER OF NEW RECRUITS

Novia, the online wrap provider has today recruited a new Regional Sales Manager Neil Parker. Neil joins the wrap platform from MetLife where he was a Business Development Manager. Neil will be responsible for looking after the West Midlands area and replaces Brian King who retired earlier this year.

Previously to working at MetLife, Neil spent twelve years at Skandia, where he was top sales consultant for two years running. He left there in 2012 having been promoted to Executive Sales Consultant. Neil has over twenty years experience in the financial services market, beginning his career as an insurance clerk at General & Life in the late 1980's.

In addition to Neil's appointment, Novia has also recruited Stephanie Burgess who joins the platform from Ascentric, she will be joining the Investment Admin team, and Chris Belbin who also joins from Ascentric again to work on the support side.

Neil Parker on joining Novia said: "Throughout my time at Skandia I continued to have a healthy interest in the Wrap Platform market and the name Novia came up frequently. I am thrilled to be joining Novia who have a reputation for excellent functionality and, by all accounts, have a tireless commitment to continuous development. It will also be good to be reunited with some of my ex colleagues who are now working for the Novia platform.

Paul Boston, director of sales said: "Neil has an outstanding reputation in the industry and his knowledge and insight into Adviser business practice will be invaluable to our already highly productive and successful sales team. We have recently experienced a significant increase in the number of large migrations onto the platform with a number still in the pipeline. The motivation has been to take advantage of Novia functionality that enables the conversion of retail share classes to clean share classes without dual pricing and potential CGT issues. Neil will help project manage these in the Midlands area. "

Neil joins the platform in September. He lives in Coventry and is a keen cyclist and Karate enthusiast.

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 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.

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