

For Immediate Release

Octopus and Novia agreement sees new tax planning product offered on the platform

Novia has today entered into an agreement with Octopus Investments to offer the Octopus Inheritance Tax Service (Octopus ITS) on platform.

The new service has been launched in response to growing investor demand for ways to mitigate inheritance tax. Octopus ITS aims to deliver inheritance tax relief after two years while allowing investors to keep control of and access to their money through investment in companies that qualify for Business Property Relief (BPR), a government relief designed to encourage investment into smaller companies. It is the first BPR based solution ever to be offered on platform.

Neil Buckland, Head of Sales at Octopus, said: *"Octopus wants to help advisers and their clients manage their investments as effectively as possible which is why we are so excited to be able to offer the Octopus Inheritance Tax Service on platform. Novia is well known for its excellent customer service and adviser support, making it the perfect partner of choice. It's an exciting and important development for Octopus. Demand for our IHT products is stronger than ever - not only does this service help to meet the needs of our advisers but ultimately, this service will provide more investors with access to the attractive benefits offered through a BPR-based solution."*

Paul Boston, Director of Sales at Novia said: "We are continually focused on supporting Advisers, helping them to achieve the best possible investment outcome for their clients. An important part of this process is ensuring clients make the most of the tax allowances made available to them, including the use of

gross nominee and capital gains tax relief. One area that up until now has not been possible via platforms is Business Property Relief, and its use in IHT planning. We are delighted to be able to be offering this service with the addition of Octopus investment services.”

- Ends -

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

Media Enquiries

Sophia Winfield, Octopus Investments
e: swinfield@octopusinvestments.com
t: +44 (0)207 131 3707

Notes to editors

About Octopus Investments

Octopus Investments is one of the UK's leading retail fund management companies. Founded in 2000, Octopus manages more than £3.5 billion of assets on behalf of 50,000 investors.

Working closely with financial advisers, we create investment solutions that combine our expertise in smaller company investing with government approved tax reliefs. Our core product range includes Venture Capital Trusts, Enterprise Investment Schemes and Inheritance Tax Services offering award-winning solutions for investors looking for capital growth, income generation or capital preservation.

As an entrepreneurial company, we understand what it takes to build a business. We work hand-in-hand with some of the most successful entrepreneurs and management teams in the country to help finance companies capable of creating, transforming or dominating their industry. We invest in both private companies and those listed on the Alternative Investment Market.

Exceptional customer service and a straight talking approach to investing are integral to the way we do business at Octopus. We have twice been voted one of the best 100 smaller companies to work for, and are one of only two fund management firms to have ever been rated AAA by Citywire.

For further information, visit www.octopusinvestments.com.

This press release is issued by Octopus Investments Limited which is authorised and regulated by the Financial Conduct Authority for use by journalists in their professional capacity and should not be relied upon by retail clients. The value of investments, and the income from them, may fall or rise. The information in this document should not be construed as offering investment or tax advice.