

For Immediate Release

Novia adds Thesis Asset Management's Model Portfolio service to the platform

Novia, the online wrap platform today announces the addition of the Thesis Asset Management model portfolio service. The Thesis Model Portfolio Service is designed to provide investors with seven core investment options aimed at meeting a wide range of financial goals. It is run by Steven Richards, who heads the models team and is also manager of the Optima range of fund of funds.

The Thesis models are invested in collectives and extend across the spectrum of risk profiles from risk averse to high risk/reward. They help investors take a rigorous and objective investment approach with the aim of generating returns, limiting volatility and managing investment risk.

Steven Richards, Associate Director Fund Management at Thesis said: "Our Model portfolios are a flexible and robust way of delivering our investment objectives for clients. Our commitment to the continued growth and development of the Model Portfolio Service means that it is important Thesis's investment solutions are available to the widest range of intermediaries and investors possible. The decision to make the models available through the Novia wrap platform reflects this thinking, and is something the business will look to progress over time."

Pippa Russell, Head of Corporate Communications at Novia said: "We have seen a real trend on the Novia platform towards model portfolios with around 60% of new business inflows being linked to models on receipt. We are delighted to be broadening our offering in this space with the addition of

Thesis Asset Management, whose market reputation for a targeted, client focussed approach to service has helped them become leaders in their field. Thesis are a great addition to our already burgeoning investment offering; we now have over 45 DFMs on the platform and offer arguably an unrivalled suite of additional alternative investment products on the platform. We are pleased to be working with Thesis as we continue to build our platform and deliver a strong service solution to our supporting advisers and their clients.”

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 Future Capital Partners, 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