

For Immediate Release

## Novia bake off raises money for local charity

Novia staff recently rolled up their sleeves to take part in a charity “bake off “ which was set up to help raise money for local charity, the Dorothy House Hospice. Novia staff were invited to bake biscuits, cakes, mousses and even a tiramisu which were put before a judging panel. The winner was selected based on taste, texture and appearance after a stiff judging process, and was announced to be business support manager Kevin Brown with his Easter Biscuits. The cakes were then sold to staff.

The judging panel was formed of Jade Beaverstock (who coordinated the event), Nicola Newell and Sarah Thomas (both of whom were previous winners of past Novia bakery challenges). The sale raised just under £400 and included a sponsored delivery, where Team Manager Sam Everleigh was sponsored to wear a chicken costume for the day as well as a “guess the number of sweets in the jar” competition which was won by Rebecca Fewings who guessed exactly the right number – 289.

Pippa Russell, Head of Corporate Communications at Novia said: “We were delighted to take part in the Dorothy House Hospice bake challenge. We chose Dorothy house because it is a really worthwhile cause – it is a local charity that helps look after people with cancer and other life threatening conditions. The cake bake promoted some stiff competition amongst staff and the judges were put through the ringer, but in the end a clear winner was selected. We are always keen to support our local charities, having taken part in a number of initiatives in the past and we were pleased to be able to contribute to this worthwhile cause”

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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 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.

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