

For Immediate Release

COPIA CAPITAL MANAGEMENT GOES LIVE THROUGH NOVIA

Novia is delighted to announce that Copia Capital Management (Copia), the Discretionary Fund Manager which is part of the Novia Group, is to go live this week, bringing a style of investing that is usually the preserve of the institutional/hedge fund investor to the retail client.

Copia's asset allocation across its range of portfolios is achieved through a quantitative based engine, processing the data from a wide number of key indices such as employment data, gold price, yield curve and oil pricing, and the correlation of that data is used to produce a predictive algorithm which drives the forward looking risk rated asset mix. The simulated performance of these portfolios has delivered a smoothing of returns demonstrating wealth preservation characteristics.

The engine has been tested across a wide range of economic environments and only takes into account the information that would have been available at that time, ensuring no hindsight bias.

Dr Evrin Erdem, head of investment said: "We are delighted to be bringing a fresh new approach of DFM investment to the retail market, one that in the past has been in the main the prerogative of the institutional investor. The active management of passive funds using a quantitative strategy also enables the portfolios costs to be kept to a very competitive 25 bps per year (plus VAT). With the rise in take up of passively powered investment vehicles, "I believe the launch of Copia onto the Novia platform will help to provide Advisers with a very attractive alternative for their clients".

Dr Erdem continued: "The use of ETFs as well as trackers in the model portfolios enables Copia to access more specific targeted indices than the use of trackers alone would allow,

for example, our European equity exposure is delivered through a Euro high dividend paying ETF. This is not available via a standardised tracker fund.”

Copia’s model portfolios were developed, calibrated and validated using simulated performance based on actual historical fund data as well as other market forces, and aims to provide the client high risk rated returns as measured by the Sharpe ratio providing diversification, low turnover and qualitative characteristics.

Bill Vasilieff, CEO at Novia concluded: “We spotted that there were no retail discretionary managers offering this approach and felt it helped Novia take another step towards our key objectives of helping clients achieve the best possible outcome from the investment decisions they make.”

To access the Copia portfolios current Novia users you can email info@copia-capital.co.uk or advisers new to the Novia platform will need to tick a box to agree terms as part of their Novia TOB agreement.

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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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