

For Immediate Release

NOVIA SHOWS FURTHER COMMITMENT TO PRICING TRANSPARENCY AND

- Responds to FCA stance on legacy assets
- Implements programme for fund conversions

Novia demonstrates its commitment to providing total transparency within the Adviser market by today announcing that it will be launching a programme to automatically convert holdings on the platform from current retail, to clean share classes. In addition and **from April 2014 Novia will also be no longer accepting cash rebates on new or legacy business.**

From October 2013, a programme of share class conversions will commence which will see investor's holdings automatically convert to the equivalent clean share class where the clean share class is no more expensive than the current share class. From April 2014, when Novia will no longer be accepting cash rebates, Novia will convert any remaining share classes where a clean share class is available.

Where there is no clean share class available, the investment will remain in a current retail share class. With payment of rebates ceasing from 6 April 2014 we would expect Advisers to take action.

Where investments are held within a discretionary managed portfolio, Novia will communicate directly with the Discretionary Fund Manager regarding the conversions. There will be no charge to the Advisers or to their clients for the conversion and no paperwork is required.

Bill Vasilieff, CEO at Novia said: "The direction of travel is very clear and that is towards clean share classes. The recent FCA consultation paper CP13/9 does not change our views in any way. We are very keen that our Advisers and their clients avoid the potentially very confusing middle ground of some shares having rebates and some not and even some that had rebates no longer having them due to a disturbance event."

Vasilieff continued: "By taking a clear stance on this issue it is our view that we will avoid this confusion between advisers and their clients and will demonstrate our absolute commitment to providing a clear, transparent and unbundled pricing structure."

A full list of assets available on the Novia platform will be provided to Advisers on the secure Novia website to enable Advisers to view any actions being taken on any fund.

Vasilieff concluded: "We have seen considerable inconsistency in the market when it comes to share class offerings, with some fund groups proposing to offer clean shares across the board, some only providing them on Income or Accumulation units and others offering no clean share classes at all but rather creating new share classes altogether. We have always been of the opinion that providing clean share classes is the best way to deliver a transparent investment proposition, and by utilising the Novia platform to process these conversions, not only will it be a seamless and paperless process but it will also ensure these conversions are not subject to an potential CGT liability"

Advisers wanting additional information can contact their Novia representative, or log on to www.novia-financial.co.uk

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 Future Capital Partners, 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.

For further information please contact:

Pippa Russell
Head of Corporate Communications
Novia
07740 933 120