

For Immediate Release

Novia to expand into investment management with the launch of new DFM – Copia Capital Management

Novia is pleased to announce that it will be expanding into investment management with the launch of a new Discretionary Manager- **Copia Capital Management**, which will sit alongside the existing DFMs available on the Novia platform.

The new DFM, "Copia" will offer a range of risk rated portfolios utilising passive instruments including OEICs and ETFs. These new, multi-asset model portfolios composed of passive funds will be actively managed, with their tactical allocations being reviewed monthly and quarterly, and will be based on a systematic quantitative approach to investment strategy. They will cover a broad range of global markets both in equities and bonds. This approach allows the investment strategy to be back tested to demonstrate that the model is designed to deliver excess returns compared to a relevant index. Access to these portfolios will be available exclusively to Novia Advisers by the end of the year.

The portfolios will be run and managed by Dr Evrin Erdem who joined the Novia group as Copia Head of Investment in August. Dr Erdem has extensive experience in all aspects of portfolio management and quantitative finance, covering a variety of approaches to investing. Dr Erdem previously worked at Fidelity and Nutmeg where she designed and ran the investment systems. The management of the portfolios will be overseen by the Copia Investment Committee, chaired by Professor John Beaumont.

The Asset Allocation parameters for the new Copia portfolios will be set by using inputs from industry experts such as leading macro-economic research company Capital Economics. Copia will use funds from market leading Fund Managers to meet a wide range of risk assessed investment needs for Advisers and their clients. The charge levied by Novia on the portfolios will be in the region of 25bps (plus VAT)

The portfolios will benefit from online efficient portfolio realignment when required as part of the on-going monitoring of the Model Portfolios by Copia.

Bill Vasilieff, CEO at Novia said: "We have seen a huge growth in new business inflows into Discretionary Fund Managers and Novia has already developed a strong reputation for its market leading DFM offering. We are delighted to be launching Copia to the Adviser market offering a new additional option of an actively managed suite of multi asset model portfolios utilising passive instruments."

Vasilieff continued: "The Copia investment proposition will combine investment expertise, and a proven quantitative approach, with the online capability, transparency and convenience of investing via the Novia platform"

As part of the suite of investment offerings, Copia will also be looking to launch a range of core/satellite portfolios made up of a range of underlying investments including investment trusts and plans to go live in 2014.

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.

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