

**For Immediate Release**

## **NOVIA SIGNS UP TO ORIGO'S TRANSFER OPTIONS SERVICE**

Novia is today pleased to announce that it has signed up to Origo's Options Transfers service. Origo is the eCommerce standard and services body for the financial services industry, and by signing up to the Options Transfer service, Novia will facilitate increased efficiencies for pension and investment asset transfers for clients and advisers.

Options was launched in 2008 to create efficiencies for individuals exercising their Open Market Option (OMO). The Options service has since been enhanced to also support pension-to-pension transfers, as well as asset re-registrations, making it the only complete transfer service capable of undertaking both cash and in-specie transfers across the pensions market. Each month, 40,000 transfers are processed by Options on behalf of customers and it currently has some 65 brands on the service.

Nick Raine, Head of Operations at Novia said: "Origo have a fantastic reputation in the market for providing real business efficiencies for both adviser firms and platforms when it comes to asset and pension transfers."

Raine continued: "At Novia we are constantly assessing ways to enhance the adviser service experience through use of technology and having reviewed the Origo Options service, we are excited to be integrating with them to reduce transfer times and provide a more comprehensive service to our client base."

Paul Pettitt, Managing Director of Origo, said: "We are absolutely delighted to welcome Novia to the Options Transfers service, demonstrating the industry's faith in the Options service and reinforcing the value that it brings to the market.

"Options has efficiently made over £60 billions' worth of transfers since launch, while reducing the average transfer time by 80%. It is the fast and efficient transfer of pensions and assets that fits both TCF and RDR principles by always keeping the client centre of mind."

**-ENDS-**

For further information please contact:

**Pippa Russell**  
**Head of Corporate Communications**  
**Novia**  
**07740 933 120**

### **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 Cocoon, 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**