

For Immediate Release

NOVIA SEES 70% INCREASE IN ETF'S ON PLATFORM

Novia, the online wrap platform today reports a significant increase in the numbers of investors and advisers selecting ETFs as part of their investment portfolios. Business into this asset class on the Novia platform is up 70% percent since June 2014 and now account for over £100m in assets. The most popular ETFs on the platform are the iShares JPM USD Emerging Markets and the iShares MSCI Far East Ex Japan ETF. The top ten holdings also include ETFs from UBS AG, OssiAm and ETF Securities. Half of the top ten DFMs on the Novia platform by AUM are using ETFs.

In addition Novia's in house DFM Copia Capital Management, which currently holds over 70% of its AUM in ETFs is also seeing significant growth. Business into Copia which uses exclusively passive instruments although maintaining an active asset allocation, is up by 72% over the last six months and 379% over the last 12 months.

Bill Vasilieff, CEO at Novia said: "ETFs provide granularity and access to markets, sectors, asset classes and indices that are simply not available in tracker funds. Having access to these via platforms can provide an important part of an adviser's armoury and an investment opportunity that is increasingly being considered by our Advisers. By choosing to use these on-platform advisers can benefit from aggregated trades as well as integration into the portfolio construction, reporting and MI tools.

Vasilieff continued: "The Novia platform provides access to almost every ETF provider in the UK and we are now seeing business into these funds start to rival those into Investment Trusts. Although there is much reported about the issues around trading of ETFs on platform, it is our experience that our Advisers are not looking to time the market, or execute frequent daily trading – although this is available on the platform – but rather to build diversified risk appropriate portfolios in an efficient manner for their clients."

Dr Evrin Erdem, Head of Investment at Copia Capital Management concluded: "Copia invests heavily in ETFs and uses a quant based investment strategy that in the past has been in the main the prerogative of the institutional investor. The use of passives such as ETFs in the model portfolios enables Copia to access more specific targeted markets, sectors and asset classes than the use of trackers alone would allow, for example, our Emerging Markets Bonds exposure is delivered through an ETF by iShares. This is not available via a standardised tracker fund."

Copia recently realigned its portfolios and released quarterly performance figures which can be accessed here: <http://www.copia-capital.co.uk/latestrealignment.aspx>

Copia recently announced a new quantitative investment manager Hoshang Daroga who joined the team in June.

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 Cocoon, 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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