

For Immediate Release

Novia's newly launched Implementation Team generates productivity surge

The Implementation team, a new service introduced for supporting adviser firms to speed up the process of adopting the platform and to support the embedding of the platform into the adviser businesses, has driven a 100% increase in productivity over the past six months. The team has also helped successfully reduce the average lead time the firms take before submitting their first piece of business, from an average of 34 days to 23, a drop of 34%.

The Implementation team was set up to support new advisers with topics including configuration, ie the set-up of user access, including issuing of logins and providing training on each level of access. They will if required provide training and service support on transacting, including new business submissions top-ups, switches and Re-Registration. With the wealth of research tools available on the platform, advisers can also access support through the Implementation team on the tools such as Asset Selector, Model Portfolio Evaluator, Fund Charting, P-Scan and Model Portfolio Manage, as well as the servicing tools such as Portfolio Performance Review, Lifestyle Planner, Report Zone and Investor Zone.

Nick Raine, Head of Operations at Novia said: "Whilst the majority of our adviser firms are very familiar with the breadth of the Novia offering, new firms or those which have re-registered across from other platforms might not be aware of all the online solutions that the Novia platform provides. The Implementation team was set up to provide a further layer of assistance to help advisers with all aspects of the Novia system, improving business efficiencies as well as generating increased business and penetration for the platform."

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.

For further information please contact:

Pippa Russell
Head of Corporate Communications
Novia
07740 933 120