

For Immediate Release :

Novia teams up with Winterflood Business Services to provide new market leading trading capability - enhancing ETF trading on platform

Novia, the online wrap provider today announces it will be launching a new low cost trading facility. Developed together with Winterflood, this new automated option is set to go live on the 7th December and will enable Novia to offer clients significantly reduced trading costs for ETFs. These trading charges are also aggregated, enabling the end client to benefit from possible further reductions in cost. In addition Novia have secured a discounted rate for trades made before 1 June 2016.

The new ETF trading tariff from the 7th December will be:

- Trading charge 5bps
- Annual custody charge 2bps
- Discounted trading charge £1 for trades below £10,000
- Maximum trading charge £150

Advisers can also benefit from Novia's existing innovative technology which enables ETFs to be held within model portfolios (both adviser run and DFM based) meaning the trading costs inherent when rebalancing and realigning these models will now also be reduced.

Shaun Allwright, Business Development Director at Novia said: "These costs are arguably some of the lowest we have seen in the market and will revolutionise ETF trading on platform. We are witnessing a rapidly burgeoning ETF market and up until now one of the major barriers to entry into this market for many advisers

has been the high trading costs. We are thrilled that this new automated facility will enhance the accessibility of these investments on platform. Copia will also benefit from these reduced trading charges”

Alex Kerry, head of Winterflood Business Services, said: “We are pleased to be partnering with a progressive investment platform such as Novia, which has recognised the need to provide a ‘whole of market’ solution for its clients. Despite the RDR being widely expected to level the playing field for products such as investment trusts and ETFs, many of these products are still not widely available through advisers. Neither the RDR nor the current demand tailwind, have created enough impetus for platforms to build the required infrastructure.

Kerry continued: “Our partnership with Novia allows advisers to access cutting-edge technology, with automated processes and aggregate trades, which can bring down the costs of investing and unlock the potential of ETFs for advisers and their investors.”

About Winterflood Business Services

Winterflood Business Services (WBS) is a specialist business-to-business platform provider, delivering a range of leading solutions to institutions, wealth managers and brokerage clients. WBS is a leader in providing dealing, settlement and custody with technology, integration and connectivity at the core of the business. WBS aims to provide clients with wider access to asset classes, greater access to management reporting and a reduction in costs. The financial industry is ever-changing; WBS enables businesses to change and adapt to both regulatory challenges and industry trends, while driving down cost.

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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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