

For Immediate Release

Date: 19th July

Novia extends partnership with Bath Rugby

Novia Financial today announces the extension of its partnership with Bath Rugby ahead of the 2018/19 season.

Now in its eighth year of sponsorship, Novia will become the Club's inaugural official training wear partner. Novia will also retain naming rights for the South Stand, and branding around the ground, as well as additional presence on matchday and across the Bath Rugby channels.

Novia have been keen supporters of both the Club and Bath Rugby Foundation since 2011. Its support of Bath Rugby Foundation led to Novia being awarded a special achievement at the charity's awards evening in November 2017.

Ben Wells, Chief Commercial Officer at Bath Rugby, said: "We are delighted to continue our long-standing partnership with Novia. During their seven years with the Club, they have played a key role both with us and with Bath Rugby Foundation. Novia is a forward-thinking, innovative business located in the heart of our city, and we look forward to continuing our journey with them."

Bill Vasilieff, CEO at Novia added: "Bath Rugby are major contributors to the local economy and so much part of the fabric of Bath. With the exciting redevelopment of the Rec potentially imminent, this is very important time for the history of Bath Rugby and we are absolutely thrilled to be supporting them through our long-standing partnership. "

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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 and now has approximately £6bn worth of assets under administration. Novia provides a transparent pricing structure as well as access to a wide range of product wrappers, an all-encompassing suite of portfolio management tools, and access to an extensive range of investments including direct equities, traditional authorised funds both onshore and offshore, exchange traded products such as ETFs and ETCs, as well as Cash Deposits, Structured Products and an integral Cash Facility.

The core operating system is provided by Australian-based GBST that has been developing software solutions for fund administration and financial services since 1996, and for wrap solutions since 1999. GBST include more than 60 of the world's leading banks, stockbrokers and fund managers on its systems. In 2016, it reported a revenue of AU\$108.1 million and an EBITDA of AU\$17.2million. The comprehensive suite of portfolio management tools is powered by Financial Express that also provides the data for the platform.

The Novia team, based in Bath, is led by Bill Vasilieff - 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, David Royds (non-executive and investor), Bill Vasilieff, Novia's CEO, and Paul Parry, Novia's CFO. Novia Financial plc is authorised and regulated by the Financial Conduct Authority (Reg. No. 481600).