

Date: 9th May 2019

Novia Financial launches “Adviser Zone”

Major technology upgrade providing an enhanced adviser experience and greater platform agility

Novia Financial today announces the launch of a significant new technology development: “Adviser Zone”. This enhanced technology development providing a better user experience and improved navigation, demonstrates a significant build for the Novia platform and is now live to both existing and new users.

Built by a team of in-house developers this upgrade comes following extensive adviser consultation to identify key requirements. Adviser Zone provides tangible benefits to help improve the platform experience and quality of client service. Adviser Zone also enables Novia to be more responsive to market needs allowing the team to adapt quickly to business demands, enabling alterations and improvements to be brought to market quickly.

The user experience has been significantly upgraded to provide a more modern look and feel aligned to best practice web design principles and a simplified design for data input.

Bill Vasilieff said: “This has been a substantial project employing significant resources and we are absolutely delighted to now be bringing it to market. Having looked carefully at the feedback from Advisers on key drivers required from their platform we were able to incorporate these into the changes and enhancements we have made.”

Vasilieff continued: “We are of course extremely aware of the challenges tech upgrades can provide both for advisers and their platform and we are by no means complacent. The “soft launch” and gradual roll out to adviser firms initially has enabled us to monitor closely any potential issues and incorporate any further identified refinements. We are delighted with the very positive feedback received so far and anticipate increased user satisfaction and significant adviser and client benefits going forward.”

novia / press release

Mark Seall, Beckford James IFA firm said: "We use Adviser Zone to manage every aspect of our client accounts with Novia, keeping us in control of their investments. The new site allows us to quickly access everything we need and has a grown up easy to use feel about it. Adviser Zone also allows us to produce management information quickly and easily which is vital to running our business as well as mitigating business risk."

Further details on the Adviser Zone can be found on the Novia website

-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 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.

novia / press release

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).