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For Immediate Release

Novia partners with Vestra Wealth LLP

Novia, the UK's most sophisticated 'full wrap' wealth management platform provider, has announced a partnership with Vestra Wealth. Vestra will provide discretionary investment management solutions for IFAs via Novia's full wrap platform.

Advisers will be able to offer their clients: model portfolios, adviser specific portfolios and bespoke client portfolios by combining their own specific client and investment knowledge with the industry expertise provided by Vestra Wealth's team of professionals.

Vestra, which was established by experienced industry professionals to provide a wealth management service to private clients, companies, charities, trusts and financial intermediaries, will provide three levels of service through Novia:

- 1) Model Portfolios – Vestra will provide and centrally manage three standard portfolios. This service is ideal for smaller or less sophisticated clients.
- 2) Adviser Specific Portfolios – This is where an adviser would engage Vestra to create specific portfolios for that adviser's client base. Once complete, the adviser's labelled portfolios would be uploaded onto the Novia service and managed by Vestra.
- 3) Client Bespoke - Where an adviser would engage Vestra to create a bespoke portfolio for clients that require an individually tailored solution.

Furthermore, the charges for discretionary management provided by Vestra are highly competitive. They depend on the service level that is required and are based on the value of assets under management.

Bill Vasilieff, CEO of Novia, comments:

"Wraps provide tremendous power to the IFA to create a bespoke investment portfolio tailored to their clients' needs. Many will want to offer the extra benefits that come from using a wealth management provider, but ensuring that this is offered within the wrap and at a cost that is attractive to their customers. Vestra provides both these services, and more importantly, it offers a breadth and depth of expertise that is gained from employing partners that have on average over 20 years' experience working within some of the world's leading financial institutions."

David Scott, managing partner, Vestra, comments:

"We are really excited to be working with Novia whose modern wrap provides a perfect solution for advisers to work together with us to provide a genuine independent tailored investment solution"

Advisers who wish to discuss the opportunity to work with the Novia and Vestra Wealth partnership should contact their local Novia Regional Sales Manager - details can be found on www.novia-financial.co.uk .

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Notes to editor:

Novia

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 InfoComp 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 Co-founder 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 Future Capital Partners, David Royds (non executive and investor) Chairman of Matrix group, and Bill Vasilieff as CEO.

Novia Financial plc is authorised and regulated by the Financial Services Authority.