

For Immediate Release

## **Novia Financial named Best UK Adviser Platform - at ETF.com Europe awards ceremony**

Novia Financial, the online wrap platform was last night named as the Best UK Adviser Platform at the ETF.com Europe awards dinner. The prestigious ceremony taking place at the Gherkin building in London, brought together the European ETF community for the second ever annual European ETF.com awards.

Novia Financial was one of five UK platforms shortlisted for the esteemed award and the winner was selected from a majority vote from a panel of independent ETF experts.

Bill Vasilieff, CEO at Novia Financial said: "We are absolutely thrilled to receive the award for Best UK Adviser Platform and believe that awards and the popularity of the event are a clear indication of the growing appetite for this type of investment vehicle in the UK and European markets."

"We as a platform have been resolute in our commitment to provide to our supporting advisers a comprehensive and wide ranging asset choice and ETFs are increasingly becoming a popular choice, not only on the platform, but also in models and DFM portfolios. We are delighted to have our hard work, innovation and commitment recognised by such a high profile event."

Novia Financial recently announced through Copia Capital Management the launch of two new Smart Beta portfolios through ETF provider First Trust and leading momentum strategists Dorsey Wright Associates. These provide access to the first ever Smart Beta led portfolio proposition to the UK Market. 2015 also saw Novia announce a new trading service implemented with Winterflood Business Services, reducing the cost of trading ETFs on the Novia platform.

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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, 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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