

For Immediate Release

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FCA Investment Platforms Interim Report Novia Global Statement

Novia Global Head of Customer Services Dave Field comments today on the FCA Investment Platforms Market Study Interim Report:

“Today’s UK Interim Platform Market Study paper from the FCA highlights the increasing role that platforms play in UK investment management with assets under administration almost doubling in size since 2013 to around £500bn today.

We are witnessing a dramatic increase in awareness of platforms and the efficiencies they create in the international investment market. The interim paper today is encouraging, highlighting some of the business benefits platforms offer advisers and providing, in the main, value for money.

At Novia Global we have seen a huge demand for the online services that the platform provides, whether that be the access to model portfolios, the new white labelling function as well as investor zone where clients can access and view their portfolios 24/7. Our MiFID II compliant platform helps advisers to demonstrate a transparent proposition to the client and provides a quick and easy way to view both platform and fund costs.

We support the FCA focus on increased flexibility to drive competition in the platform market and would encourage the international market to follow suit. The world of opaque, high commission inflexible products is changing and the adviser working in the international market is demanding more for their clients”



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Notes to editors:

Novia Global Limited launched in 2015 to provide a comprehensive wealth management service or 'full wrap platform' for investment advisers and their clients in the international market. Novia Global provides a transparent pricing structure as well as access to a wide range of investment products 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.

The Novia team, based in Bath, is led by Bill Vasileff 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 John Beaumont, who has held a number of non-executive roles in major public organisations and several technology start-ups and Donald MacKinnon as non-executive, ex sales director of Matrix Securities.

