The smart investment platform



Target Market Statement - GIA

For advisers only

Target Market & Controls

The Novia Global General Investment Account is provided and distributed exclusively through Novia Global Ltd, with plans to revise distribution once Novia Global Europe is launched.

The target markets for this product are UK expatriates with funds to invest who are living and/or working outside the UK, as well as UK clients who intend to move abroad within a reasonable time frame, typically 3 years, and Foreign national expatriates living in the UK or elsewhere. It is not designed for UK clients who plan to remain in the UK or Foreign National residents. Ongoing monitoring will be implemented to identify UK resident clients without a UK authorised adviser because UK resident clients must receive advice from a UK Authorised adviser.

Our target market for overseas intermediaries includes those who understand that UK-style RDR regulation is the future, including clean, transparent platform pricing and client agreed remuneration.

Our target market consumers may be currently disadvantaged by holding expensive products that no longer fully meet their needs or who require access to a clean and transparent investment offering. They are often subject to currency risks that could be better managed or have products with providers who will not grant their chosen advisers' terms of business because they won't deal with any non UK advisers. They will typically have a 3–5-year investment horizon and looking to be taking some investment risk with their money.

Our Target market consumers may also have an existing pension (International SIPP, or QROPS for example) and be looking for a platform to manage the assets inside that pension wrapper. They may also have Offshore bond products that require an external custodian to manage the investment element. The product is not designed for US Persons except where they are invested in a SIPP.

To ensure positive outcomes for our customers, we have incorporated the following features:

The Novia Global General Investment Account is available only through authorised intermediaries that have entered into a Terms of Business with Novia Global Ltd (direct business is not accepted).

Intermediaries must negotiate fee payments with their clients, and decency limits apply.

Only 'clean' funds are available.

An Investment Committee is established to ensure appropriate investments are made available.

Withdrawals will only be paid out to a bank account in the client's name.

Investment products are limited to FCA standard assets, as defined in IPRU-INV.

Novia Global Limited is incorporated in England and Wales with company number 09042249. Registered office: 22 St Lawrence St, Southgate, Bath, BA1 1AN.
Novia Global Limited is authorised and regulated by the Financial Conduct Authority. Register Number: 653661.

Service Quality

Novia Global Ltd provides services to defined standards. Our aim is to open your account, allow your money to be invested and return your money to you as efficiently as possibly whilst ensuring we minimise risk to you. We aim to deal with your queries efficiently and in a way that is easy for you to understand. Our platform is available 24 hours a day, 7 days a week, with dedicated call handlers available during UK business hours and emails answered in line with our defined terms.

Assessment

The fact that Novia Global Ltd strives to provide services to defined standards shows their commitment to providing high-quality services to their clients. This is important as it provides consumers with the assurance that they will receive a high standard of service. Novia Global continues to invest in both technology to streamline processes, improve service standards and staff to ensure we meet these standards. We monitor standards on an on-going basis to monitor progress and drive performance.

Security of Your Investments

Novia Global is authorised and regulated by the FCA and adheres to the Client Asset Source Book (CASS) and client money rules to ensure that your investments are held securely. All monies and assets are held in segregated client accounts and are never mingled alongside Novia Global's own money, in doing so ensuring that were Novia Global ever to fail, clients would never lose their money. Novia Global also operates an Investment Committee and SIPP Operator Committee to ensure only appropriate investments are made available and our pension operates at within its defined rules, terms, and conditions.

Assessment

Novia Global carries out detailed due diligence on both its custodian and banking partners on an annual basis to ensure your investments are held securely.

By adhering to the FCA regulations we monitor these daily and deal with any discrepancies in a timely manner to ensure you will get back what you expect, ensuring money and assets held on our platform remain safe.

Security of Your Data

Novia Global takes data security very seriously and invests heavily in technology and processes to keep your data safe.

Assessment

All data held by Novia Global is encrypted both at rest and in transit to keep it secure. In addition, access to data internally is only given to those who have a requirement to access it, and this is reviewed on a regular basis. Novia Global also invests in other methods of securing both the data and the Novia network, including firewalls, antivirus, access control lists, and penetration tests. Thorough due diligence is carried out on potential technology partners to ensure they have the same approach to cyber security as Novia Global, which ensures data security throughout the Novia Global proposition.

Conclusion

Novia Global Ltd offers a comprehensive range of investment products and services that cater to the needs of UK expats. The tiered fee structure and dealing fees are reasonable and provide value for money. The commitment to defined service standards also provides assurance to consumers that they will receive a high standard of service.

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