

## PRESS RELEASE

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### Copia reveals new branding and website to reflect evolving business strategy

London, 28 September 2021 – Discretionary Fund Manager Copia Capital Management today revealed new branding and a completely new [website](#), designed to reflect the evolution of the business and support its growth strategy for the future.

Founded in 2013, Copia has grown substantially over the last eight years. The business has evolved into a relationship-focussed discretionary fund manager that offers a range of portfolio services to IFAs, on multiple platforms. The fresh, modern branding, and the focus on service and relationships across the website, reflect these changes.

Copia is experiencing particular growth in demand for its [MPS Custom services](#) where it works with advisers to create bespoke portfolios, giving them all the benefits of a personalised investment strategy for their clients, while removing the burdens and risk of compliance and admin, and providing support for their marketing.

Copia is also evolving the relationship with its parent company [Novia](#). While it still works closely with Novia to meet the needs of advisers using the Novia platform, Copia also offer its portfolios on a growing number of other platforms including Novia Financial, Novia Global, 7IM, Aegon, Aegon Arc, Aviva, Funds Network, Hubwise, Platform One, Quilter, Standard Life and Transact.

Commenting on the strategy reflected in the new branding and website, managing director Robert Vaudry said, “In adviser clients’ eyes, it is our levels of involvement and responsiveness that differentiate us from potential competitors, and this is driving significant growth for all our services, particularly our MPS Custom portfolios. The new website has significantly more information about our services and products, is much easier to navigate for both new and existing visitors, and will support our ambitious growth strategy for the future.

“Our research and evidence-based investment strategies help us stand out from the crowd. We describe our relationship with advisers as a ‘modern partnership’ that embodies progressive, entrepreneurial values and an innovative approach to portfolio creation, alongside a collaborative approach to working together, and our new branding is designed to reflect that.”

As part of its growth strategy, Copia is also launching new portfolios to complement its existing standard range with announcements expected in the next few weeks.

In addition, the firm is investing in the Copia sales, investment and account teams: most recently, [Greg Mayho and Simon Eakin have joined the sales team](#). Simon is moving to Copia from our parent company Novia, while Greg brings extensive experience including with BNY Mellon, Old Mutual, Gartmore and Brooks Macdonald.

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## NOTES FOR EDITORS

Copia is the investment solutions division of Novia Financial plc, a UK platform provider with approximately £8.6bn assets under administration.

Novia was launched in 2008 and Copia was launched in 2013.

## ENQUIRIES

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