

Novia Global launches MiFID II platform to support European financial advisers

- **MiFID II platform designed to remove friction from cross-border investing**
- **EU advisers now have a simpler, compliant way to serve clients across borders**
- **CEO Steve Andrews: "Advisers operating in the EU want platforms that offer simplicity, speed, support and allows the adviser to retain control"**

London – 24 June 2025 - International platform provider Novia Global has launched a MiFID II-authorized platform, **Novia Global Europe**, giving financial advisers across the EU access to a more transparent, service-led and efficient way to manage cross-border investments.

Based in Cyprus and regulated by the Cyprus Securities and Exchange commission, the new platform marks a major milestone in Novia Global's commitment to supporting international advisers - offering a transparent, reliable platform experience underpinned by regulatory strength and high-quality service.

The platform is designed to tackle the most significant issues and complexities in the international advisory landscape, including regulatory, jurisdictional and taxation challenges.

Novia Global Europe is led by Managing Director Antonis Papaioannou, and offers access to a wide range of funds, discretionary fund managers, and model portfolios – all through a digital-first platform regulated by CySEC. *The platform operates within the EU's regulatory framework*, giving advisers the confidence to deliver compliant cross-border investment solutions.

Steve Andrews, CEO of Novia Global, commented: *"We didn't launch Novia Global Europe to do what everyone else is doing. We launched it to make life easier for advisers and deliver the platform experience they've been asking for – one built around service, transparency and trust.*

"Advisers operating in the EU want platforms that offer simplicity, speed, support and allows the adviser to retain control. It's about giving advisers the confidence to focus on clients – not paperwork. That means clear oversight, real-time access to portfolios, and a team that genuinely has their back."

Papaioannou added: *"We've brought something to market that's genuinely built around adviser needs. With a Cyprus-based team and CySEC Licence, we're removing friction and enabling advisers to work more efficiently across Europe."*

The launch follows a landmark year for Novia Global Group, including surpassing £2 billion in assets under administration, the opening of its Dubai representative office, and now a permanent European presence.

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