



MEDIA RELEASE

ENTIRETI ALLIANCES PASSES 500 ADVISER MILESTONE ON EVE OF FIRST ANNIVERSARY

August 5, 2026: Licensee services provider, Entireti Alliances, has recorded growth of over 50 financial advisers in its first year taking total adviser numbers to 502 as self-licensed firms continue seeking support with compliance, technology and business growth.

Entireti Alliances was established in August 2025 through Entireti's acquisition and merger of IOOF Alliances and Jigsaw Advice Solutions. The group provides a comprehensive range of solutions, including compliance tools, policy templates, and education and training, to over 80 Australian Financial Services Licensees (AFSLs).

Entireti is Australia's leading provider of licensing and services to financial advice businesses and operates advice brands including Akumin, Fortnum Private Wealth and Personal Financial Services.

Andy Marshall, General Manager of Entireti Alliances, said growth had come from both new firms joining the community and existing firms adding financial advisers, as well as firms increasing the number of services they used.

"It has been a great first year as part of Entireti and our growth has been pleasing," he said.

"New firms have joined us and many of our longstanding firms are steadily growing and taking up additional services. There is strong interest in our offer and a healthy pipeline of opportunities."

Neil Younger, Entireti Group CEO, said the smooth and coordinated integration of IOOF Alliances and Jigsaw Advice Solutions to form one of Australia's leading licensee services providers had resulted in minimal disruption to advisory firm clients and increased the group's capability and capacity to support AFSLs to meet their compliance obligations, drive efficiencies and grow their business.

"We have had a sharp focus on business continuity and service delivery throughout this transition period, which has ensured client satisfaction and created new opportunities, which is very exciting," he said.

"We have ambitious plans to evolve and enhance our offer to self-licensed businesses. As a group, we want to be relevant not only to the advice practices that choose to operate under





one of our licensee brands but those that choose to hold their own AFSL and want to tap into the scale, services and resources of a large, experienced business partner.”

For more information, please contact:

Leng Ohlsson

Splash Content

M: 0409 509 516

E: leng@splashcontent.com.au

About Entireti

Entireti provides end-to-end business, licensing, technology and support services to financial advisers.

As a trusted partner to approximately 1300+ advisers, Entireti provides the structure and support they need to deliver the highest quality advice to their clients.

Entireti's focus is solely financial advice and all the things that are required to successfully provide it. Entireti has a thorough understanding of the support each practice needs to succeed — ensuring that advisers can prepare for challenges ahead and also seize the opportunities afforded to them.

Entireti is an end-to-end business service provider and is uniquely positioned to provide capital, capacity and utility solutions — at scale.

