



MEDIA RELEASE

ENTIRETI UNVEILS MANAGED ACCOUNT AND PORTFOLIO MANAGEMENT SERVICE

October 1, 2025: Advice services partner, Entireti, has launched *Salita Portfolio Services*, a managed account and portfolio management service designed to support all licensed and self-licensed practices within the network: Akumin, Fortnum, Personal Financial Services and Entireti Alliances.

Salita represents the coming together and evolution of Entireti's investment capabilities, offering solutions to streamline the implementation of investment advice and deliver enhanced client outcomes.

Salita Portfolio Services offers a range of actively managed, cost-effective separately managed accounts (SMAs), including accumulation, retirement and direct equities options, as well as portfolio management services to support practices to build bespoke private-label SMAs aligned to clients' specific needs.

Formerly PFS Investment Management, which Entireti gained in 2023 through its acquisition of Australian Unity's AFSL holder Personal Financial Services, the business has been rebranded to Salita Portfolio Services, reflecting the expansion of its investment management capabilities and growing support from the broader Entireti network.

Salita Portfolio Services currently provides portfolio solutions and investment advisory services to a number of businesses across Entireti, representing \$5 billion in funds under management.

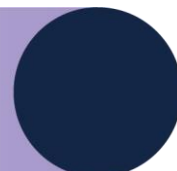
Neil Younger, Group Managing Director, Entireti, said the launch of Salita Portfolio Services marked the next step in the group's commitment to helping advisers enhance the client experience, drive improved portfolio outcomes, and achieve practice efficiencies.

"Salita draws on the combined expertise, capabilities and track record of Personal Financial Services, Akumin and Fortnum to deliver a modern, scalable service that is focused on delivering quality portfolio solutions and a better experience for clients and advisers," he said.

Salita Portfolio Services leverages Entireti's experienced investment and research team, led by John Carnevale, Executive General Manager, Research and Investment Solutions and Aman Ramrakha, Chief Investment Officer.

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The group's investment committee is led by independent chair, Nigel Douglas. The service is also supported by the investment consulting capabilities of Lonsec Investment Solutions, part of the Evidentia Group.

Carnevale said demand for managed account and portfolio management services was strong across the group, as many advice businesses looked to reshape and enhance their value proposition.

"Salita represents the coming together and evolution of Entireti's investment capabilities to support all the licensed and self-licensed practices within the network," he said.

Salita's suite of SMAs is available on all leading platforms.

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