

MEDIA RELEASE

GEOFF LLOYD NAMED CHAIR OF AUSTRALIA'S LEADING LICENSING AND SERVICES PROVIDER ENTIRETI

13 July 2026: Financial services leader, Geoff Lloyd, has been named Chair of Entireti, Australia's leading provider of licensing and services to financial advice businesses. Entireti is the parent company of subsidiaries including Akumin, Fortnum Private Wealth, Personal Financial Services and Entireti Alliances.

Lloyd replaces Ray Miles, Founder of Fortnum Private Wealth, who has served as Chair since 2009. Miles will remain on the Board as a Non-Executive Director.

Lloyd is a highly experienced and respected business leader whose previous roles include CEO of MLC, CEO and Managing Director of Perpetual, and Group Executive, Wealth Management at St George Bank.

His current directorships include Chair of Stake and Chair of DASH. He is also actively involved in the philanthropic and not-for-profit sector as Chair of The Fathering Project and a Non-Executive Director of Team Australia Challenge.

At Entireti, Lloyd will lead the Board and provide strategic advice to Entireti Group CEO, Neil Younger, and the group's senior executive team.

"We are excited to have Geoff join and lead the Board at this pivotal time for Entireti," Younger said.

"We have completed some significant M&A transactions in recent years and we're now entering our next phase of growth. A key focus for the business is broadening our services and capabilities, and pioneering the deployment of AI-powered technology to build an Australian-first digital ecosystem platform for advice businesses."

"Geoff brings extensive experience to the Entireti Board and his insights are invaluable. A key goal for us is to drive the productivity dividend inside advice practices and the Board plays an important role in assisting us to execute our strategy and realise our ambitions."

For the past year, Lloyd has consulted to Entireti on strategic planning, governance and strengthening the group's operating framework.





Throughout his career, he has been a vocal advocate for the professionalism of advice and improving the affordability and accessibility of advice.

“I’ve observed the evolution of Entireti with the greatest admiration for Neil and his leadership team, and I’m inspired by their commitment to pursuing business improvements and stepped change for advisers and the broader profession,” Lloyd said.

“Entireti has grown significantly, both organically and through M&A, and I’m excited to go on this growth journey together and support the business to solve the biggest problems facing advice businesses and deliver quality advice to more Australians.”

Younger also acknowledged Miles’ enormous contribution to the group for the past 17 years. “Ray is arguably the strongest proponent of professional advice and the need to build strong advice businesses that this sector has known, and his stewardship has been critical in getting Entireti to where it is today,” Younger said.

“We thank him for his counsel and support for the business and the broader sector, and we feel fortunate that he will remain on the Board and continue to play an ongoing role in the growth and success of Entireti.”

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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.

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