Michael Peterson

15443 East Palo Brea Lane
Scottsdale, AZ 85262
(605) 951-7379

Integrity Alliance, LLC
Home Office: 4135 NW Urbandale Dr.
Urbandale, Iowa 50322
www.integritywealth.com

July 16th, 2026

This brochure supplement provides information about Michael Peterson that supplements the Integrity Alliance, LLC (Integrity Wealth, Firm, we, us, our(s)) brochure. You should have received a copy of that brochure. If you did not receive our brochure or if you have any questions about the contents of this supplement, please contact our Compliance Department at 877-886-1939.

Additional information about the Advisor is available on the SEC's website at www.adviserinfo.sec.gov.

Educational Background and Business Experience

Year of birth: 1973

Educational Background:

- South Dakota State University; Bachelor of Arts Economics, 1997

Business Experience:

- Integrity Alliance, LLC; Investment Advisor Representative; 07/2026 – Present
- Impact Wealth Management, LLC; Wealth Advisor; 05/2023 – 07/2026
- Key Retirement Solutions; Insurance Broker; 04/2023 – 06/2026
- Banker's Life Securities; Financial Advisor; 10/2019 – 04/2023

Disciplinary Information

There are no legal or disciplinary items applicable to a client's or prospective client's evaluation of the Advisor. Registered Investment Advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice.

Other Business Activities

1) Investment Related Activities

Independent Insurance Agent

The Advisor is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, the Advisor will receive commission for selling insurance and annuity products.

The Advisor, acting as an insurance agent, may be offered incentives by insurance companies or insurance marketing organizations. The incentives include additional incentive compensation, such as vacation trips, for meeting a sales goal associated with the insurance agent's overall sales of a particular annuity or insurance product.

Clients should be aware that the receipt of commission and additional incentive compensation itself creates a conflict of interest and may affect the independent judgment of the Advisor when making recommendations about annuities and insurance products in general or a particular annuity or insurance product offered by a certain insurance company or through an IMO.

Clients are never obligated or required to purchase insurance products from or through the Advisor and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commission from the sale.

2) Non-Investment-Related Activities

The Advisor is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of time.

Additional Compensation

In addition to the description of additional compensation provided in Other Business Activities, the Advisor may receive additional benefits.

Certain product sponsors may provide the Advisor with other economic benefits as a result of the Advisor's recommendation or sale of the product sponsors' investments. The economic benefits received by the Advisor from product sponsors can include, but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist the Advisor in providing various services to clients. The Advisor may recommend the services of a third-party money manager to clients. In exchange for this recommendation, the selected third-party money manager pays a referral fee to us, and we pay the Advisor compensation. The fee paid by the third-party money manager is typically a percentage of the fee charged by that third-party money manager to the referred client.

These above-mentioned arrangements could affect the judgment of the Advisor when recommending investment products and, therefore, represent a potential conflict of interest that must be disclosed to the client.

Supervision

The Advisor's investment Advisory activities are supervised by a Designated Supervisor. For any complaints or concerns related to the Advisory services provided by the Advisor, please contact the following supervisor:

Supervisor: Jessica Stewart
Title: Compliance Analyst
Phone Number: 877-886-1939
Email: jstewart@integritywealthsolutions.com

Registered Principals located at the Home Office of the Firm review each new client account opened by the Advisor and utilize our back-office system to electronically monitor transactions in your account and to holistically review your overall account. Registered Principals also review the Advisor's correspondence and perform on-site office inspections.

The Firm provides training to the investment Advisor representative to promote awareness of the policies, rules and procedures set forth by us and various regulatory bodies with respect to the Advisor's Advisory business. The Firm also supervises the personal securities transactions of each investment Advisor representative to ensure that the transactions do not pose a conflict of interest with the investment Advisor representative's ability to make investment recommendations to clients. Please refer to Item 11 of the Firm's Part 2A Disclosure Brochure for additional information.