

**LPL Financial Holdings Inc. - Historical Monthly Activity Through January 2021**

As of January 31, 2021

| (End of Period \$ in billions, unless noted)              | Jan<br>2021  | Dec<br>2020  | Nov<br>2020  | Oct<br>2020  | Sep<br>2020  | Aug<br>2020  | Jul<br>2020  | Jun<br>2020  | May<br>2020  | Apr<br>2020  | Mar<br>2020  | Feb<br>2020  | Jan<br>2020  |
|---|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| <b>Assets</b>   |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Advisory Assets <sup>(1)</sup>                            | 464.6        | 461.2        | 442.0        | 406.0        | 405.9        | 410.4        | 392.7        | 375.3        | 364.9        | 348.9        | 322.3        | 355.7        | 369.2        |
| Brokerage Assets <sup>(2)</sup>                           | 442.3        | 441.9        | 431.3        | 401.6        | 404.4        | 412.2        | 399.2        | 386.4        | 381.0        | 369.1        | 347.6        | 380.9        | 397.7        |
| <b>Total Advisory and Brokerage Assets</b>                | <b>907.0</b> | <b>903.1</b> | <b>873.3</b> | <b>807.6</b> | <b>810.4</b> | <b>822.7</b> | <b>791.9</b> | <b>761.7</b> | <b>745.9</b> | <b>718.0</b> | <b>669.9</b> | <b>736.6</b> | <b>767.0</b> |
| <b>Total Net New Assets</b>                               |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Net New Advisory Assets <sup>(3)</sup>                    | 4.2          | 6.8          | 5.8          | 5.7          | 4.4          | 3.1          | 2.9          | 4.3          | 3.1          | 2.8          | 4.8          | 4.6          | 3.8          |
| Net New Brokerage Assets <sup>(4)</sup>                   | (0.6)        | 1.1          | 1.6          | 0.8          | 0.7          | 0.0          | 0.0          | 1.0          | 1.1          | 0.7          | 0.8          | 0.7          | (0.3)        |
| <b>Total Net New Assets</b>                               | <b>3.6</b>   | <b>7.9</b>   | <b>7.4</b>   | <b>6.5</b>   | <b>5.1</b>   | <b>3.1</b>   | <b>2.9</b>   | <b>5.4</b>   | <b>4.2</b>   | <b>3.4</b>   | <b>5.6</b>   | <b>5.3</b>   | <b>3.5</b>   |
| <b>Net New Assets prior to Acquisitions<sup>(5)</sup></b> |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Net New Advisory Assets                                   | 4.2          | 6.8          | 4.2          | 4.8          | 4.4          | 3.1          | 2.9          | 4.3          | 3.1          | 2.8          | 4.8          | 4.6          | 3.8          |
| Net New Brokerage Assets                                  | (0.6)        | 1.1          | 0.7          | 0.2          | 0.7          | 0.0          | 0.0          | 1.0          | 1.1          | 0.7          | 0.8          | 0.7          | (0.3)        |
| <b>Total Net New Assets prior to Acquisitions</b>         | <b>3.6</b>   | <b>7.9</b>   | <b>4.9</b>   | <b>5.0</b>   | <b>5.1</b>   | <b>3.1</b>   | <b>2.9</b>   | <b>5.4</b>   | <b>4.2</b>   | <b>3.4</b>   | <b>5.6</b>   | <b>5.3</b>   | <b>3.5</b>   |
| Net Brokerage to Advisory Conversions <sup>(6)</sup>      | 1.0          | 1.0          | 0.7          | 0.9          | 0.7          | 0.6          | 0.7          | 0.7          | 0.4          | 0.5          | 0.6          | 0.8          | 0.9          |
| <b>Client Cash Balances</b>                               |              |              |              |              |              |              |              |              |              |              |              |              |              |
| Insured Cash Account Balances                             | 37.5         | 37.3         | 36.1         | 36.0         | 34.7         | 33.4         | 33.2         | 33.1         | 33.5         | 33.9         | 34.5         | 24.8         | 24.4         |
| Deposit Cash Account Balances                             | 8.0          | 8.2          | 8.3          | 8.6          | 8.0          | 7.6          | 7.6          | 7.7          | 8.0          | 8.5          | 8.7          | 5.2          | 4.8          |
| <b>Total Insured Sweep Balances</b>                       | <b>45.5</b>  | <b>45.5</b>  | <b>44.5</b>  | <b>44.6</b>  | <b>42.7</b>  | <b>41.0</b>  | <b>40.8</b>  | <b>40.8</b>  | <b>41.5</b>  | <b>42.4</b>  | <b>43.2</b>  | <b>30.0</b>  | <b>29.2</b>  |
| Money Market Sweep Balances                               | 1.4          | 1.5          | 1.5          | 1.6          | 1.5          | 1.5          | 1.6          | 1.6          | 1.7          | 1.7          | 1.8          | 1.6          | 1.7          |
| Purchased Money Market Funds                              | 1.8          | 1.9          | 2.1          | 2.2          | 2.3          | 2.6          | 2.8          | 2.8          | 2.9          | 2.9          | 2.8          | 2.6          | 2.5          |
| <b>Total Money Market Balances</b>                        | <b>3.2</b>   | <b>3.3</b>   | <b>3.6</b>   | <b>3.8</b>   | <b>3.9</b>   | <b>4.1</b>   | <b>4.4</b>   | <b>4.5</b>   | <b>4.6</b>   | <b>4.6</b>   | <b>4.6</b>   | <b>4.3</b>   | <b>4.2</b>   |
| <b>Total Client Cash Balances</b>                         | <b>48.8</b>  | <b>48.9</b>  | <b>48.1</b>  | <b>48.3</b>  | <b>46.6</b>  | <b>45.1</b>  | <b>45.1</b>  | <b>45.3</b>  | <b>46.2</b>  | <b>47.0</b>  | <b>47.8</b>  | <b>34.2</b>  | <b>33.5</b>  |
| Net Buy (Sell) Activity <sup>(7)</sup>                    | 4.5          | 5.6          | 4.2          | 2.5          | 2.9          | 3.6          | 2.9          | 4.5          | 3.9          | 4.1          | (8.2)        | 3.9          | 4.5          |
| <b>Market Indices</b>                                     |              |              |              |              |              |              |              |              |              |              |              |              |              |
| S&P 500 (end of period)                                   | 3,714        | 3,756        | 3,622        | 3,270        | 3,363        | 3,500        | 3,271        | 3,100        | 3,044        | 2,912        | 2,585        | 2,954        | 3,226        |
| Fed Funds Effective Rate (average bps)                    | 9            | 9            | 9            | 9            | 9            | 9            | 9            | 8            | 5            | 5            | 63           | 158          | 155          |

(1) Consists of total advisory assets under custody at the Company's broker-dealer subsidiary, LPL Financial LLC ("LPL Financial"). Results for November 2020 also included advisory assets related to the onboarding of E.K. Riley Investments, LLC. Results for October 2020 also included advisory assets related to the onboarding of Lucia Securities, LLC.

(2) Consists of brokerage assets serviced by advisors licensed with LPL Financial. Results for November 2020 also included brokerage assets related to the onboarding of E.K. Riley Investments, LLC. Results for October 2020 also included brokerage assets related to the onboarding of Lucia Securities, LLC.

(3) Consists of Advisory Asset Inflows minus Outflows plus Advisory Dividends plus Interest minus Advisory Fees.

(4) Consists of Brokerage Asset Inflows minus Outflows plus Brokerage Dividends plus Interest.

(5) Consists of net new assets excluding the acquisitions of Lucia Securities, LLC and E.K. Riley Investments, LLC. Acquired assets include \$2.5 billion of net new assets related to E.K. Riley Investments, LLC in November 2020, and \$1.5 billion of net new assets from Lucia Securities, LLC in October 2020.

(6) Consists of existing custodied assets that converted from brokerage to advisory, less existing custodied assets that converted from advisory to brokerage.

(7) Represents the amount of securities purchased less the amount of securities sold in client accounts custodied with LPL Financial. Reported activity does not include any other cash activity, such as deposits, withdrawals, dividends received or fees paid.