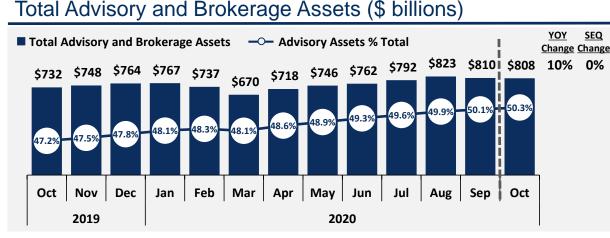
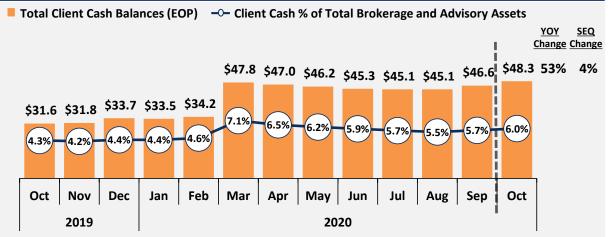
## LPLA October 2020 Monthly Metrics Dashboard



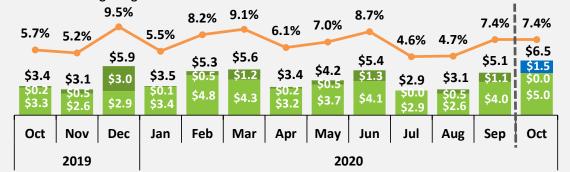
## Client Cash Balances (\$ billions)



(1) Calculated as current period Total Net New Assets multiplied by twelve, divided by preceding period Total Advisory and Brokerage Assets.

## Total Net New Assets (\$ billions)

Asset Inflows minus Outflows Dividends plus Interest minus Advisory Fees Acquired NNA —— Annualized organic growth rate<sup>(1)</sup>



## Net Buy (Sell) Activity (\$ billions)

