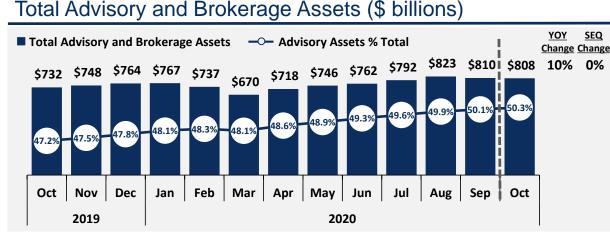
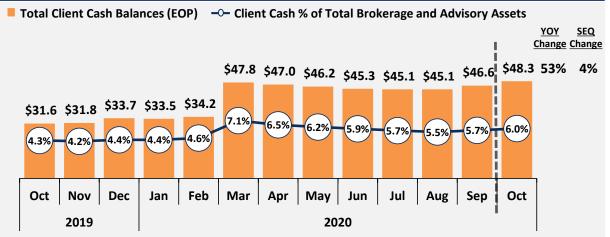
LPLA October 2020 Monthly Metrics Dashboard



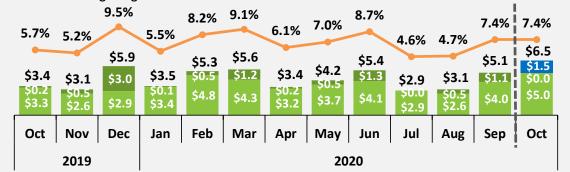
Client Cash Balances (\$ billions)



(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⁽¹⁾



Net Buy (Sell) Activity (\$ billions)

