For Immediate Release

LPL Financial

LPL Financial Reports Monthly Activity for October 2025

SAN DIEGO – November 20, 2025 – LPL Financial Holdings Inc. (Nasdaq: LPLA) (the "Company"), today released its monthly activity report for October 2025.

Total advisory and brokerage assets at the end of October were $2.35 trillion, an increase of $36.6 billion, or 1.6%, compared to the end of September 2025.

Total organic net new assets for October were $7.3 billion, translating to a 3.8% annualized growth rate. This included $0.7 billion of assets from First Horizon Bank that onboarded in October, and $0.5 billion of assets that off-boarded as part of the previously disclosed planned separation from misaligned large OSJs. Prior to these impacts, organic net new assets were $7.0 billion, translating to a 3.7% annualized growth rate.

Total client cash balances at the end of October were $54.9 billion, a decrease of $0.9 billion compared to the end of September 2025. Net buying in October was $14.3 billion.

(End of period $ in billions, unless noted)	October 2025	September 2025	Change M/M	October 2024	Change Y/Y
Advisory and Brokerage Assets					
Advisory assets	1,374.4	1,346.9	2.0%	910.6	50.9%
Brokerage assets	976.8	967.7	0.9%	762.7	28.1%
Total Advisory and Brokerage Assets	**2,351.1**	**2,314.5**	**1.6%**	**1,673.3**	**40.5%**
Organic Net New Assets					
Organic net new advisory assets	9.2	10.4	n/m	8.8	n/m
Organic net new brokerage assets	(2.0)	(1.0)	n/m	(0.5)	n/m
Total Organic Net New Assets	**7.3**	**9.4**	**n/m**	**8.3**	**n/m**
Acquired Net New Assets(1)					
Acquired net new advisory assets	0.0	0.0	n/m	21.3	n/m
Acquired net new brokerage assets	0.0	0.0	n/m	67.0	n/m
Total Acquired Net New Assets	**0.0**	**0.0**	**n/m**	**88.3**	**n/m**
Total Net New Assets					
Net new advisory assets	9.2	10.4	n/m	30.1	n/m
Net new brokerage assets	(2.0)	(1.0)	n/m	66.5	n/m
Total Net New Assets	**7.3**	**9.4**	**n/m**	**96.6**	**n/m**
Net brokerage to advisory conversions	2.3	2.3	n/m	1.1	n/m
Client Cash Balances					
Insured cash account sweep	36.4	36.9	(1.4%)	34.7	4.9%
Deposit cash account sweep	12.8	13.0	(1.5%)	9.7	32.0%
Total Bank Sweep	**49.2**	**49.9**	**(1.4%)**	**44.4**	**10.8%**
Money market sweep	4.1	4.2	(2.4%)	2.6	57.7%
Total Client Cash Sweep Held by Third Parties	**53.2**	**54.1**	**(1.7%)**	**47.0**	**13.2%**
Client cash account	1.6	1.8	(11.1%)	1.3	23.1%
Total Client Cash Balances	**54.9**	**55.8**	**(1.6%)**	**48.3**	**13.7%**

Note: Totals may not foot due to rounding.

(1) For October 2024 figures, includes Atria Wealth Solutions, Inc. assets as of 9/30/2024, assuming 80% retention.

Net buy (sell) activity	14.3	13.9	n/m	12.5	n/m
Market Drivers					
S&P 500 Index (end of period)	6,840	6,688	2.3%	5,705	19.9%
Russell 2000 Index (end of period)	2,479	2,436	1.8%	2,197	12.9%
Fed Funds daily effective rate (average bps)	408	422	(3.3%)	483	(15.5%)

For additional information regarding these and other Company business metrics, please refer to the Company's most recent earnings announcement, which is available in the quarterly results section of investor.lpl.com.

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About LPL Financial

LPL Financial Holdings Inc. (Nasdaq: LPLA) is among the fastest growing wealth management firms in the U.S. As a leader in the financial advisor-mediated marketplace, LPL supports over 32,000 financial advisors and the wealth management practices of approximately 1,100 financial institutions, servicing and custodying approximately $2.3 trillion in brokerage and advisory assets on behalf of approximately 8 million Americans. The firm provides a wide range of advisor affiliation models, investment solutions, fintech tools and practice management services, ensuring that advisors and institutions have the flexibility to choose the business model, services, and technology resources they need to run thriving businesses. For further information about LPL, please visit www.lpl.com.