LPL Financial Holdings Inc. - Historical Quarterly Activity

As of Q4, 2017

(End of Period $ in billions, unless noted)	Q4 2017	Q3 2017	Q2 2017	Q1 2017	Q4 2016	Q3 2016	Q2 2016	Q1 2016	Q4 2015	Q3 2015	Q2 2015	Q1 2015
Assets Served												
Advisory Assets[1]	273.0	250.2	236.8	225.7	211.6	205.5	196.1	189.5	187.2	179.7	186.8	183.7
Brokerage Assets[2]	342.1	309.8	305.2	304.6	297.8	296.9	291.9	289.2	288.4	282.1	298.9	301.7
Total Brokerage and Advisory Assets	**615.1**	**560.0**	**542.0**	**530.3**	**509.4**	**502.4**	**488.0**	**478.7**	**475.6**	**461.8**	**485.7**	**485.4**
Net New Advisory Assets[3]	14.0	6.9	5.9	6.0	4.8	4.1	2.8	2.0	3.1	4.2	4.3	5.2
Net New Brokerage Assets[4]	23.5	(4.0)	(5.5)	(3.4)	(2.3)	(3.1)	(1.5)	(1.0)	(2.7)	(1.7)	(1.3)	(2.0)
Total Net New Assets	**37.5**	**2.9**	**0.4**	**2.6**	**2.5**	**1.0**	**1.3**	**1.0**	**0.4**	**2.5**	**3.0**	**3.2**
Net Brokerage to Advisory Conversions[5]	2.1	1.9	2.0	2.3	1.7	1.3	1.4	1.0	0.8	1.0	1.2	1.2
Corporate Platform Net New Advisory Assets	11.1	4.0	3.2	3.5	1.9	1.1	0.9	0.2	0.9	1.6	1.7	1.8
Hybrid Platform Net New Advisory Assets	2.9	2.9	2.7	2.5	2.9	3.0	1.9	1.8	2.2	2.6	2.6	3.4
Total Net New Advisory Assests	**14.0**	**6.9**	**5.9**	**6.0**	**4.8**	**4.1**	**2.8**	**2.0**	**3.1**	**4.2**	**4.3**	**5.2**
Centrally Managed Assets[6]	32.9	29.3	27.0	25.1	23.2	22.7	22.4	22.3	22.8	22.2	23.7	23.7
Centrally Managed Net New Advisory Assets[7]	2.5	1.5	1.3	0.9	0.3	(0.4)	(0.2)	(0.2)	0.0	0.0	0.0	(0.1)
Insured Cash Account Balances	22.9	21.9	20.8	22.0	22.8	21.1	21.0	21.6	20.9	19.5	17.5	17.7
Deposit Cash Account Balances	4.2	4.1	3.7	4.2	4.4	4.2	0.0	0.0	0.0	0.0	0.0	0.0
Money Market Account Cash Balances	2.7	2.3	3.3	3.8	4.1	3.9	8.2	8.8	8.1	8.2	6.8	6.9
Total Cash Sweep Balances	**29.8**	**28.3**	**27.8**	**30.0**	**31.3**	**29.2**	**29.2**	**30.4**	**29.0**	**27.7**	**24.3**	**24.6**
Market Indices												
S&P 500 (end of period)	2,674	2,519	2,423	2,363	2,239	2,168	2,099	2,060	2,044	1,920	2,063	2,068
Fed Funds Effective Rate (average bps)	120	116	95	70	45	39	37	36	16	13	13	11

(1) Consists of total advisory assets under custody at LPL Financial LLC (“LPL Financial”).
(2) Consists of brokerage assets serviced by advisors licensed with the Company’s broker-dealer subsidiary LPL Financial.
(3) Consists of total client deposits into advisory accounts less total client withdrawals from advisory accounts. The Company considers conversions from and to brokerage accounts as deposits and withdrawals respectively.
(4) Consists of total client deposits into brokerage accounts less total client withdrawals from brokerage accounts. The Company considers conversions from and to advisory accounts as deposits and withdrawals respectively.
(5) Consists of existing custodied assets that converted from brokerage to advisory, less existing custodied assets that converted from advisory to brokerage.
(6) Centrally Managed Assets represents those Advisory Assets in LPL Financial’s Model Wealth Portfolios, Optimum Market Portfolios, Personal Wealth Portfolios, and Guided Wealth Portfolios platforms.
(7) Consists of total client deposits into Centrally Managed Assets (FN 6) less total client withdrawals from Centrally Managed Assets accounts.