

LPL Financial Holdings Inc. - Historical Monthly Activity Through April 2021

As of April 30, 2021

(End of Period \$ in billions, unless noted)	Apr 2021	Mar 2021	Feb 2021	Jan 2021	Dec 2020	Nov 2020	Oct 2020	Sep 2020	Aug 2020	Jul 2020	Jun 2020	May 2020	Apr 2020
Assets													
Advisory Assets ⁽¹⁾	550.5	496.7	477.4	464.6	461.2	442.0	406.0	405.9	410.4	392.7	375.3	364.9	348.9
Brokerage Assets ⁽²⁾	512.7	461.6	447.7	442.3	441.9	431.3	401.6	404.4	412.2	399.2	386.4	381.0	369.1
Total Advisory and Brokerage Assets	1,063.2	958.3	925.1	907.0	903.1	873.3	807.6	810.4	822.7	791.9	761.7	745.9	718.0
Total Net New Assets													
Net New Advisory Assets ⁽³⁾	38.0	12.5	6.0	4.2	6.8	5.8	5.7	4.4	3.1	2.9	4.3	3.1	2.8
Net New Brokerage Assets ⁽⁴⁾	35.9	6.9	(0.0)	(0.6)	1.1	1.6	0.8	0.7	0.0	0.0	1.0	1.1	0.7
Total Net New Assets	73.8	19.4	5.9	3.6	7.9	7.4	6.5	5.1	3.1	2.9	5.4	4.2	3.4
Total Organic Net New Assets⁽⁵⁾													
Net New Organic Advisory Assets	5.4	12.5	6.0	4.2	6.8	4.2	4.8	4.4	3.1	2.9	4.3	3.1	2.8
Net New Organic Brokerage Assets	1.4	6.9	(0.0)	(0.6)	1.1	0.7	0.2	0.7	0.0	0.0	1.0	1.1	0.7
Total Organic Net New Assets	6.7	19.4	5.9	3.6	7.9	4.9	5.0	5.1	3.1	2.9	5.4	4.2	3.4
Net Brokerage to Advisory Conversions ⁽⁶⁾	1.3	1.2	1.1	1.0	1.0	0.7	0.9	0.7	0.6	0.7	0.7	0.4	0.5
Client Cash Balances													
Insured Cash Account Balances	35.0	37.4	37.3	37.5	37.3	36.1	36.0	34.7	33.4	33.2	33.1	33.5	33.9
Deposit Cash Account Balances	7.5	7.9	7.9	8.0	8.2	8.3	8.6	8.0	7.6	7.6	7.7	8.0	8.5
Total Insured Sweep Balances	42.5	45.3	45.2	45.5	45.5	44.5	44.6	42.7	41.0	40.8	40.8	41.5	42.4
Money Market Sweep Balances	3.7	1.3	1.4	1.4	1.5	1.5	1.6	1.5	1.5	1.6	1.6	1.7	1.7
Purchased Money Market Funds	1.5	1.6	1.7	1.8	1.9	2.1	2.2	2.3	2.6	2.8	2.8	2.9	2.9
Total Money Market Balances	5.2	3.0	3.1	3.2	3.3	3.6	3.8	3.9	4.1	4.4	4.5	4.6	4.6
Total Client Cash Balances⁽⁷⁾	47.7	48.3	48.3	48.8	48.9	48.1	48.3	46.6	45.1	45.1	45.3	46.2	47.0
Net Buy (Sell) Activity ⁽⁸⁾	6.9	6.9	6.0	4.5	5.6	4.2	2.5	2.9	3.6	2.9	4.5	3.9	4.1
Market Indices													
S&P 500 (end of period)	4,181	3,973	3,811	3,714	3,756	3,622	3,270	3,363	3,500	3,271	3,100	3,044	2,912
Fed Funds Effective Rate (average bps)	7	7	8	9	9	9	9	9	9	9	8	5	5

Note: The company's April 2021 results included \$2.1B of brokerage assets from BMO Harris Financial Advisors; March 2021 results included \$11.8 billion of total brokerage and advisory assets from BMO Harris Financial Advisors, of which \$5.0 billion was advisory assets and \$6.8 billion was brokerage assets.

(1) Consists of total advisory assets under custody at the Company's broker-dealer subsidiary, LPL Financial LLC ("LPL Financial"). April 2021 included \$32.6B of advisory assets related to the wealth management business of Waddell & Reed Financial, Inc. ("Waddell & Reed"). November 2020 also included advisory assets related to the onboarding of E.K. Riley Investments, LLC. 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. April 2021 included \$34.5B of brokerage assets related to Waddell & Reed. November 2020 also included brokerage assets related to the onboarding of E.K. Riley Investments, LLC. 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 Waddell & Reed, Lucia Securities, LLC and E.K. Riley Investments, LLC. Acquired assets include \$67.1B of net new assets related to Waddell & Reed in April 2021, \$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) April 2021 results included \$1.1 billion of Money Market Account cash balances from Waddell & Reed.

(8) 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.