

LPL Financial Holdings Inc. - Historical Monthly Activity Through January 2020

As of January 31, 2020

(End of Period \$ in billions, unless noted)	Jan 2020	Dec 2019	Nov 2019	Oct 2019	Sep 2019	Aug 2019	Jul 2019	Jun 2019	May 2019	Apr 2019	Mar 2019	Feb 2019	Jan 2019
Assets													
Advisory Assets ⁽¹⁾	369.2	365.8	354.9	345.3	338.0	333.0	332.1	327.3	311.3	320.5	311.9	306.4	298.5
Brokerage Assets ⁽²⁾	397.7	398.6	392.9	386.5	381.3	378.7	381.3	378.7	366.0	378.8	372.1	369.2	362.3
Total Brokerage and Advisory Assets	767.0	764.4	747.8	731.7	719.3	711.7	713.4	706.0	677.3	699.3	684.0	675.6	660.8
Net New Assets													
Net New Advisory Assets ⁽³⁾	4.0	3.8	2.9	3.0	2.2	4.0*	2.9	2.4	2.5	1.6	2.2	1.5	0.9
Net New Brokerage Assets ⁽⁴⁾	(0.6)	(0.9)	(0.3)	0.3	(0.4)	1.3*	(0.2)	(0.5)	(1.1)	(1.0)	0.1	(0.6)	(0.2)
Total Net New Assets	3.4	2.9	2.6	3.3	1.8	5.3*	2.7	1.9	1.4	0.7	2.3	0.9	0.7
Net Brokerage to Advisory Conversions ⁽⁵⁾	0.9	0.6	0.7	0.6	0.5	0.5	0.6	0.4	0.8	0.6	0.5	0.5	0.3
Client Cash Balances													
Insured Cash Account Balances	24.4	24.4	22.9	22.6	22.2	22.0	21.3	21.3	20.9	20.7	21.7	21.8	22.9
Deposit Cash Account Balances	4.8	5.0	4.6	4.6	4.6	4.5	4.2	4.3	4.2	4.1	4.3	4.3	4.5
Total Insured Sweep Balances	29.2	29.4	27.5	27.2	26.8	26.5	25.5	25.5	25.1	24.8	26.0	26.1	27.4
Money Market Sweep Balances	1.7	1.9	2.0	2.3	2.6	2.8	3.0	3.5	4.0	4.4	4.8	4.7	4.8
Purchased Money Market Funds	2.5	2.4	2.2	2.1	1.8	1.7	1.3	1.0	0.8	0.4	n/a	n/a	n/a
Total Money Market Balances	4.2	4.3	4.3	4.4	4.4	4.5	4.3	4.5	4.7	4.8	4.8	4.7	4.8
Total Client Cash Balances	33.5	33.7	31.8	31.6	31.2	31.0	29.9	30.1	29.8	29.6	30.7	30.8	32.2
Net Buy (Sell) Activity ⁽⁶⁾	4.5	3.2	3.3	3.3	2.9	2.8	3.3	2.8	3.4	3.5	3.6	4.4	5.0
Market Indices													
S&P 500 (end of period)	3,226	3,231	3,141	3,038	2,977	2,926	2,980	2,942	2,752	2,946	2,834	2,784	2,704
Fed Funds Effective Rate (average bps)	155	155	155	183	205	213	240	238	239	242	240	240	240

*Note: the Company's August 2019 results included \$2.9 billion of total brokerage and advisory assets from the acquisition of Allen & Company of Florida, LLC (Allen & Company), of which \$1.8 billion were brokerage assets and \$1.0 billion were advisory assets.

Prior to that, total net new assets were \$2.5 billion, of which \$3.0 billion were net new advisory assets and \$(0.5) billion were net new brokerage assets.

(1) Consists of total advisory assets under custody at the Company's broker-dealer subsidiary, LPL Financial LLC ("LPL Financial"). Results for August 2019 to November 2019 also included advisory assets serviced by investment advisor representatives of Allen & Company that were onboarded to LPL Financial's custodied platform in November 2019.

(2) Consists of brokerage assets serviced by advisors licensed with LPL Financial. Results for August 2019 to November 2019 also include brokerage assets serviced by advisors licensed with Allen & Company that onboarded to LPL Financial's custodied platform in November 2019.

(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) 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.