

LPL Financial Holdings Inc. - Historical Monthly Activity Through October 2019

As of October 31, 2019

(End of Period \$ in billions, unless noted)	Oct 2019	Sep 2019	Aug 2019	Jul 2019	Jun 2019	May 2019	Apr 2019	Mar 2019	Feb 2019	Jan 2019	Dec 2018	Nov 2018	Oct 2018
Assets Served													
Advisory Assets ⁽¹⁾	345.3	338.0	333.0	332.1	327.3	311.3	320.5	311.9	306.4	298.5	282.0	297.0	291.7
Brokerage Assets ⁽²⁾	386.5	381.3	378.7	381.3	378.7	366.0	378.8	372.1	369.2	362.3	346.0	362.7	357.5
Total Brokerage and Advisory Assets	731.7	719.3	711.7	713.4	706.0	677.3	699.3	684.0	675.6	660.8	628.1	659.7	649.3
Net New Assets													
Net New Advisory Assets ⁽³⁾	3.0	2.2	4.0*	2.9	2.4	2.5	1.6	2.2	1.5	0.9	0.9	2.0	2.1
Net New Brokerage Assets ⁽⁴⁾	0.3	(0.4)	1.3*	(0.2)	(0.5)	(1.1)	(1.0)	0.1	(0.6)	(0.2)	(0.1)	0.9	0.1
Total Net New Assets	3.3	1.8	5.3*	2.7	1.9	1.4	0.7	2.3	0.9	0.7	0.8	2.9	2.2
Net Brokerage to Advisory Conversions ⁽⁵⁾	0.6	0.5	0.5	0.6	0.4	0.8	0.6	0.5	0.5	0.3	0.3	0.5	0.6
Client Cash Balances													
Insured Cash Account Balances	22.6	22.2	22.0	21.3	21.3	20.9	20.7	21.7	21.8	22.9	24.8	21.8	21.4
Deposit Cash Account Balances	4.6	4.6	4.5	4.2	4.3	4.2	4.1	4.3	4.3	4.5	5.1	4.3	4.2
Total Insured Sweep Balances	27.2	26.8	26.5	25.5	25.5	25.1	24.8	26.0	26.1	27.4	29.9	26.1	25.6
Money Market Sweep Balances	2.3	2.6	2.8	3.0	3.5	4.0	4.4	4.8	4.7	4.8	4.9	3.9	3.5
Purchased Money Market Funds	2.1	1.8	1.7	1.3	1.0	0.8	0.4	n/a	n/a	n/a	n/a	n/a	n/a
Total Money Market Balances	4.4	4.4	4.5	4.3	4.5	4.7	4.8	4.8	4.7	4.8	4.9	3.9	3.5
Total Client Cash Balances	31.6	31.2	31.0	29.9	30.1	29.8	29.6	30.7	30.8	32.2	34.9	29.9	29.1
Net Buy (Sell) Activity ⁽⁶⁾	3.3	2.9	2.8	3.3	2.8	3.4	3.5	3.6	4.4	5.0	(1.7)	1.8	2.1
Market Indices													
S&P 500 (end of period)	3,038	2,977	2,926	2,980	2,942	2,752	2,946	2,834	2,784	2,704	2,507	2,760	2,712
Fed Funds Effective Rate (average bps)	183	205	213	240	238	239	242	240	240	240	227	220	219

*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"), plus, beginning in August 2019, advisory assets serviced by Allen & Company advisors.

(2) Consists of brokerage assets serviced by advisors licensed with LPL Financial, including, beginning in August 2019, brokerage assets serviced by Allen & Company advisors.

(3) Consists of total client deposits into advisory accounts (including, beginning in August 2019, advisory assets serviced by Allen & Company advisors) 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 (including, beginning in August 2019, brokerage assets serviced by Allen & Company advisors) 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.