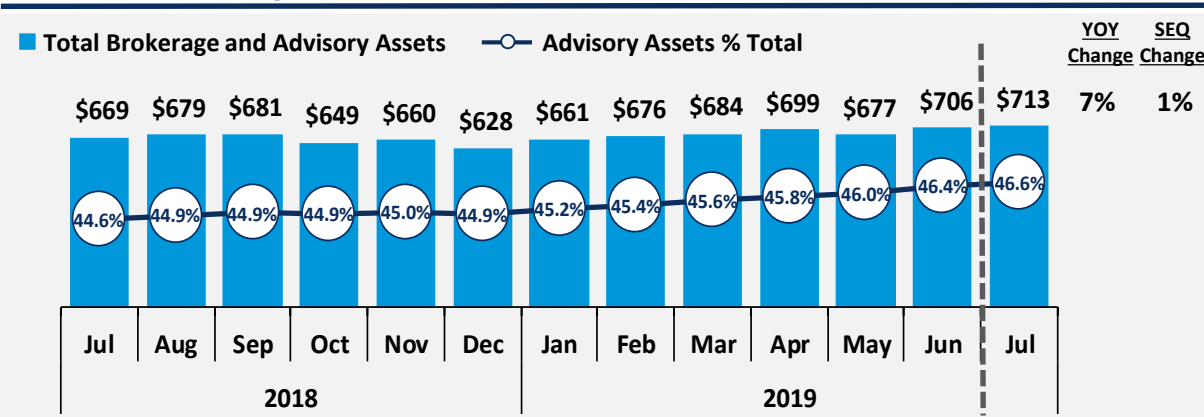


# LPLA July 2019 Monthly Metrics Dashboard

(Posted August 21, 2019)

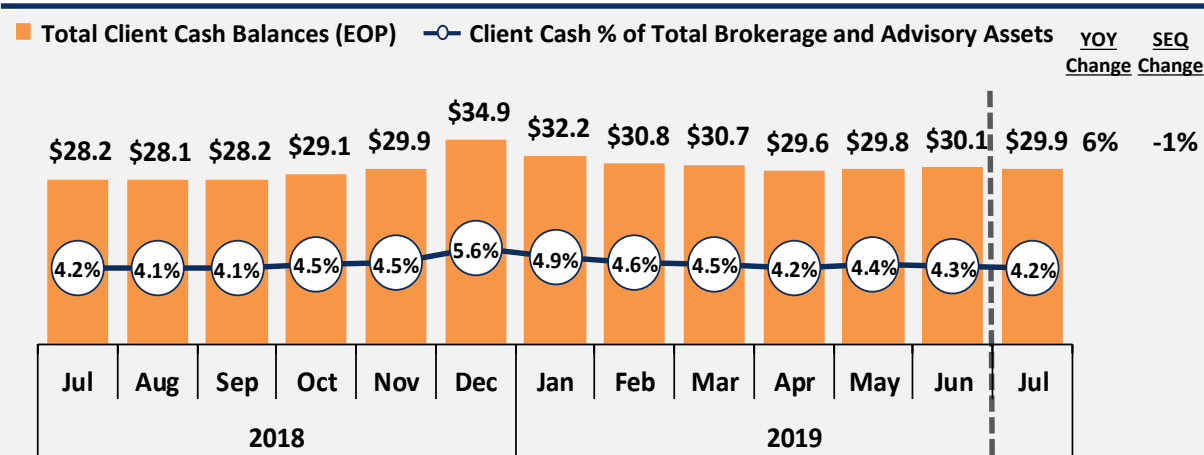
## Total Brokerage and Advisory Assets (\$ billions)



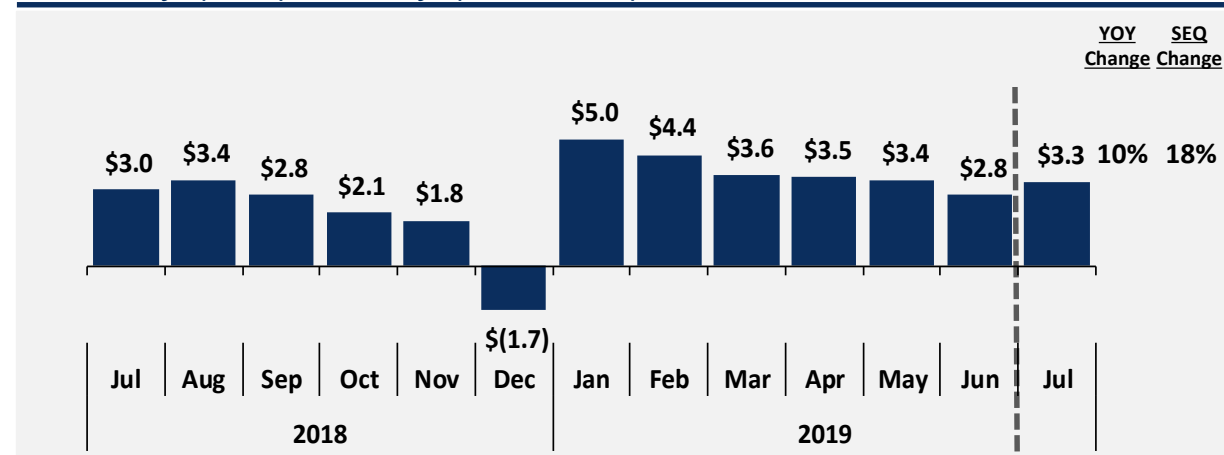
## Total Net New Assets (\$ billions)



## Client Cash Balances (\$ billions)



## Net Buy (Sell) Activity (\$ billions)



(1) Calculated as current period total net new assets multiplied by twelve, divided by preceding period total brokerage and advisory assets

(2) July 2019 included \$0.5 billion of outflows related to a hybrid firm that formed its own broker-dealer, consistent with the Company's expectations as discussed on its Q1 2019 earnings call. Prior to these outflows, total net new assets were \$3.2 billion, a 5.4% annualized growth rate