
LPL Financial Holdings Inc. Q4 2024 Key Metrics

January 30, 2025

Notice to Investors: Safe Harbor Statement

Statements in this presentation regarding LPL Financial Holdings Inc.'s (together with its subsidiaries, the "Company") future financial and operating results, growth, plans, priorities, business strategies, capabilities and outlook, including forecasts and statements relating to the Company's future advisory and brokerage asset levels and mix, organic asset growth, deposit betas, core G&A* expenses (including outlook for 2025), promotional, share-based compensation and depreciation and amortization expenses, Gross Profit* benefits, EBITDA* benefits, target leverage ratio, client cash balances and yields, service and fee revenue, transaction revenue, investments, acquisitions, capital returns, planned share repurchases, if any, the anticipated closing of pending transactions, and the amount and timing of the onboarding of acquired, recruited or transitioned brokerage and advisory assets, as well as any other statements that are not related to present facts or current conditions or that are not purely historical, constitute forward-looking statements. They reflect the Company's expectations as of January 30, 2025 and are not guarantees that the expectations or objectives expressed or implied will be achieved. The achievement of such expectations and objectives involves risks and uncertainties that may cause actual results, levels of activity or the timing of events to differ materially from those expressed or implied by forward-looking statements. Important factors that could cause or contribute to such differences include: difficulties and delays in onboarding the assets of acquired or recruited advisors, including the receipt and timing of regulatory approvals that may be required; disruptions in the businesses of the Company that could make it more difficult to maintain relationships with advisors and their clients; the choice by clients of acquired or recruited advisors not to open brokerage and/or advisory accounts at the Company; changes in general economic and financial market conditions, including retail investor sentiment; changes in interest rates and fees payable by banks participating in the Company's client cash programs, including the Company's success in negotiating agreements with current or additional counterparties; the Company's strategy and success in managing client cash program fees; changes in the growth and profitability of the Company's fee-based offerings and asset-based revenues; fluctuations in the levels of advisory and brokerage assets, including net new assets, and the related impact on revenue; effects of competition in the financial services industry and the success of the Company in attracting and retaining financial advisors and institutions, and their ability to provide financial products and services effectively; whether the retail investors served by newly-recruited advisors choose to move their respective assets to new accounts at the Company; the effect of current, pending and future legislation, regulation and regulatory actions, including disciplinary actions imposed by federal and state regulators and self-regulatory organizations; the cost of defending, settling and remediating issues related to regulatory matters or legal proceedings, including civil monetary penalties or actual costs of reimbursing customers for losses in excess of our reserves or insurance; changes made to the Company's services and pricing, including in response to competitive developments and current, pending and future legislation, regulation and regulatory actions, and the effect that such changes may have on the Company's Gross Profit* streams and costs; execution of the Company's capital management plans, including its compliance with the terms of the Company's amended and restated credit agreement, the committed revolving credit facilities of the Company, and the indentures governing the Company's senior unsecured notes; strategic acquisitions and investments, including pursuant to the Company's liquidity and succession solution, and the effect that such acquisitions and investments may have on the Company's capital management plans and liquidity; the price, availability and trading volumes of shares of the Company's common stock, which will affect the timing and size of future share repurchases by the Company, if any; whether advisors affiliated with Prudential Financial, Inc. ("Prudential") or Atria Wealth Solutions, Inc. ("Atria") will transition registration to the Company and whether assets reported as serviced by such financial advisors will translate into assets of the Company; the execution of the Company's plans and its success in realizing the synergies, expense savings, service improvements or efficiencies expected to result from its investments, initiatives and acquisitions, expense plans and technology initiatives; the performance of third-party service providers to which business processes have been transitioned; the Company's ability to control operating risks, information technology systems risks, cybersecurity risks and sourcing risks; and the other factors set forth in the Company's most recent Annual Report on Form 10-K, as may be amended or updated in the Company's Quarterly Reports on Form 10-Q or other filings with the Securities and Exchange Commission. Except as required by law, the Company specifically disclaims any obligation to update any forward-looking statements as a result of developments occurring after January 30, 2025 and you should not rely on statements contained herein as representing the Company's view as of any date subsequent to January 30, 2025.

Notice to Investors: Non-GAAP Financial Measures

Management believes that presenting certain non-GAAP financial measures by excluding or including certain items can be helpful to investors and analysts who may wish to use this information to analyze the Company's current performance, prospects and valuation. Management uses this non-GAAP information internally to evaluate operating performance and in formulating the budget for future periods. Management believes that the non-GAAP financial measures and metrics discussed herein are appropriate for evaluating the performance of the Company. Specific Non-GAAP financial measures have been marked with an asterisk (*) within this presentation. Reconciliations and calculations of such measures can be found in the appendix of this presentation.

Adjusted EPS is defined as adjusted net income, a non-GAAP measure defined as net income plus the after-tax impact of amortization of other intangibles, acquisition costs, certain regulatory charges, losses on extinguishment of debt, and amounts related to the departure of the Company's former Chief Executive Officer, divided by the weighted average number of diluted shares outstanding for the applicable period. The Company presents adjusted net income and adjusted EPS because management believes that these metrics can provide investors with useful insight into the Company's core operating performance by excluding non-cash items, acquisition costs and certain other charges that management does not believe impact the Company's ongoing operations. Adjusted net income and adjusted EPS are not measures of the Company's financial performance under GAAP and should not be considered as alternatives to net income, earnings per diluted share or any other performance measure derived in accordance with GAAP. For a reconciliation of net income and earnings per diluted share to adjusted net income and adjusted EPS, please see the appendix of this presentation.

Gross profit is calculated as total revenue less advisory and commission expense; brokerage, clearing and exchange expense ("BC&E"); and market fluctuations on employee deferred compensation. All other expense categories, including depreciation and amortization of property and equipment and amortization of other intangibles, are considered general and administrative in nature. Because the Company's gross profit amounts do not include any depreciation and amortization expense, the Company considers gross profit to be a non-GAAP financial measure that may not be comparable to similar measures used by others in its industry. Management believes that gross profit can provide investors with useful insight into the Company's core operating performance before indirect costs that are general and administrative in nature. For a calculation of gross profit, please see the appendix of this presentation.

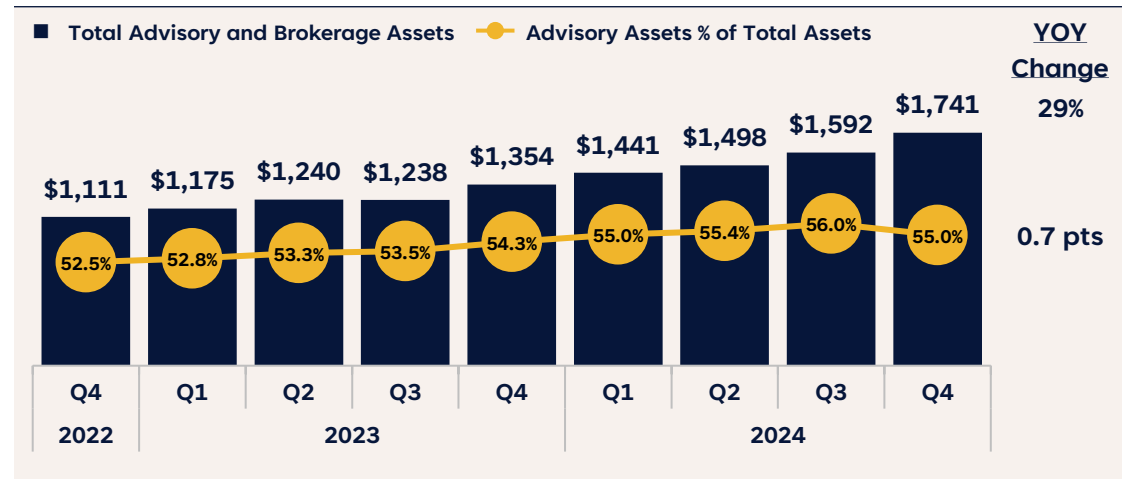
Core G&A consists of total expense less the following expenses: advisory and commission; depreciation and amortization; interest expense on borrowings; BC&E; amortization of other intangibles; market fluctuations on employee deferred compensation; losses on extinguishment of debt; promotional (ongoing); employee share-based compensation; regulatory charges; and acquisition costs. Management presents core G&A because it believes core G&A reflects the corporate expense categories over which management can generally exercise a measure of control, compared with expense items over which management either cannot exercise control, such as advisory and commission, or which management views as promotional expense necessary to support advisor growth and retention, including conferences and transition assistance. Core G&A is not a measure of the Company's total expense as calculated in accordance with GAAP. For a reconciliation of the Company's total expense to core G&A, please see the appendix of this presentation. The Company does not provide an outlook for its total expense because it contains expense components, such as advisory and commission, that are market-driven and over which the Company cannot exercise control. Accordingly, a reconciliation of the Company's outlook for total expense to an outlook for core G&A cannot be made available without unreasonable effort.

EBITDA is defined as net income plus interest expense on borrowings, provision for income taxes, depreciation and amortization and amortization of other intangibles. Adjusted EBITDA is defined as EBTIDA, a non-GAAP measure, plus acquisition costs, certain regulatory charges, amounts related to the departure of the Company's former Chief Executive Officer, and losses on extinguishment of debt. The Company presents EBITDA and adjusted EBITDA because management believes that they can be useful financial metrics in understanding the Company's earnings from operations. EBITDA and adjusted EBITDA are not measures of the Company's financial performance under GAAP and should not be considered as alternatives to net income or any other performance measure derived in accordance with GAAP. For a reconciliation of net income to EBITDA and adjusted EBITDA, please see the appendix of this presentation.

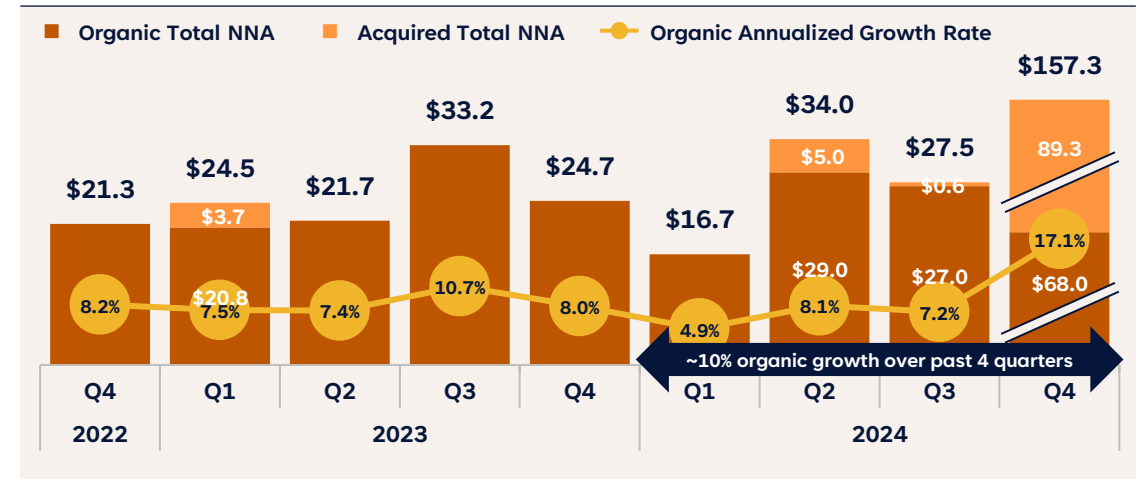
Credit Agreement EBITDA is defined in, and calculated by management in accordance with, the Company's amended and restated credit agreement ("Credit Agreement") as "Consolidated EBITDA," which is consolidated net income (as defined in the Credit Agreement) plus interest expense on borrowings, provision for income taxes, depreciation and amortization, and amortization of other intangibles, and is further adjusted to exclude certain non-cash charges and other adjustments, and to include future expected cost savings, operating expense reductions or other synergies from certain transactions. The Company presents Credit Agreement EBITDA because management believes that it can be a useful financial metric in understanding the Company's debt capacity and covenant compliance under its Credit Agreement. Credit Agreement EBITDA is not a measure of the Company's financial performance under GAAP and should not be considered as an alternative to net income or any other performance measure derived in accordance with GAAP. For a reconciliation of net income to Credit Agreement EBITDA, please see the appendix of this presentation.

Operating Metrics

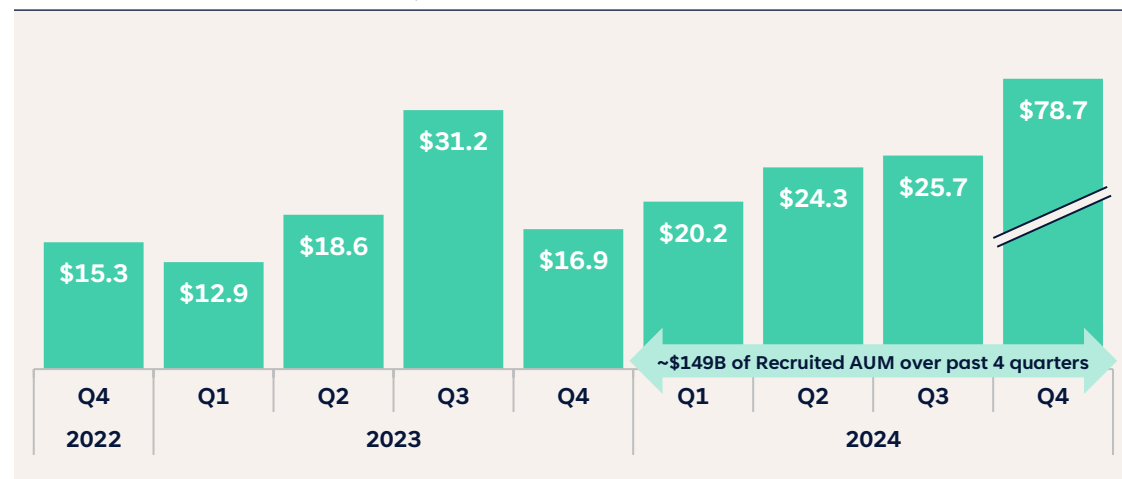
Total Advisory and Brokerage Assets (\$B)



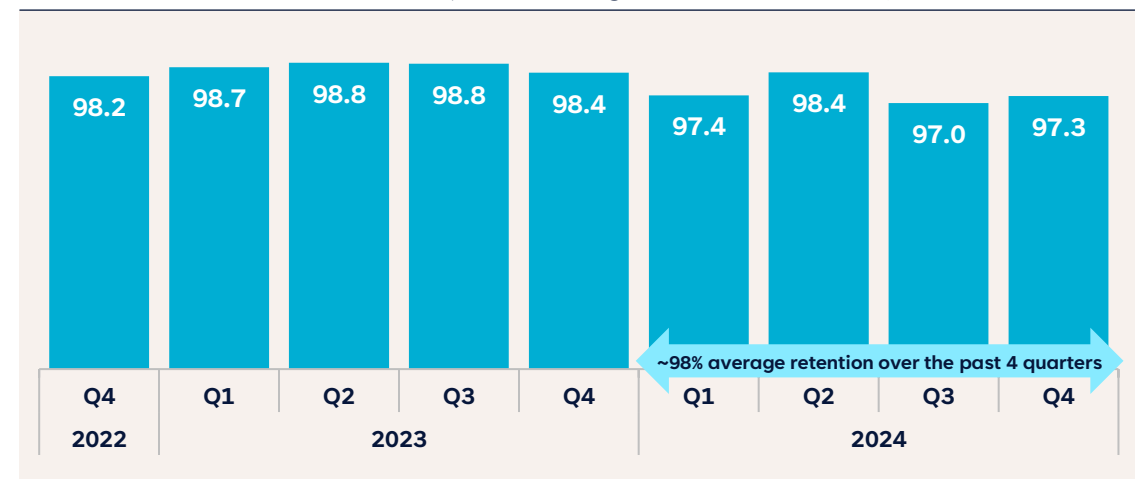
Total Net New Assets ("NNA")⁽¹⁾ (\$B)



Recruited Assets⁽²⁾⁽³⁾ (\$B)

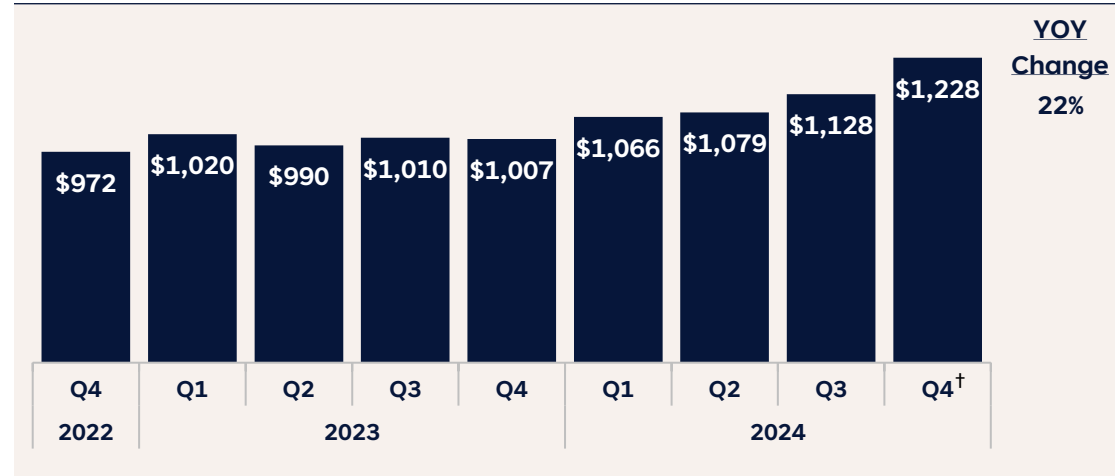


AUM Retention Rate⁽⁴⁾ (Quarterly % Annualized)

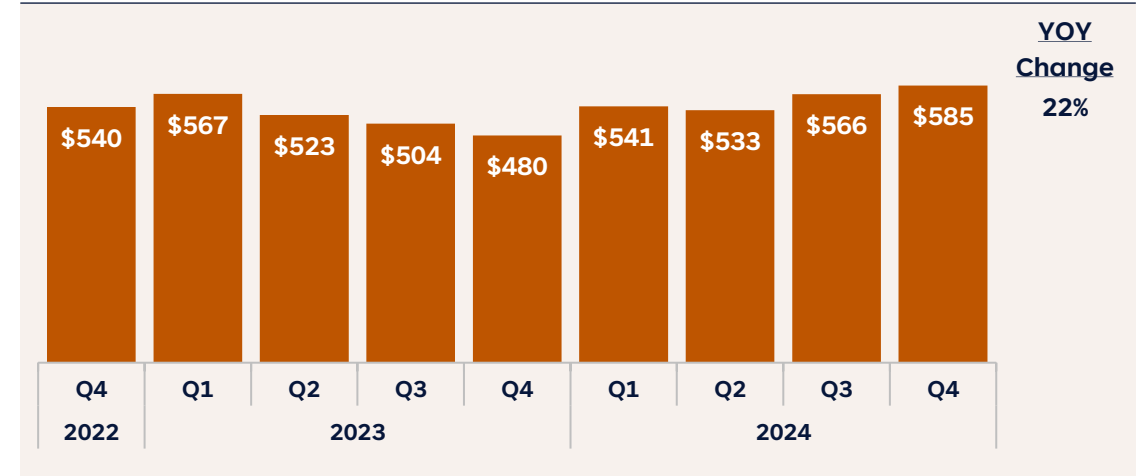


Financial Results

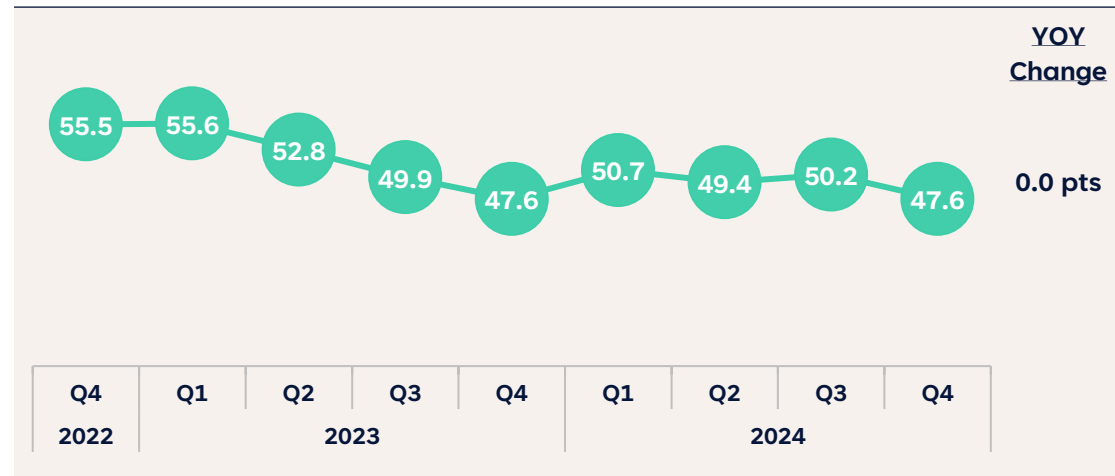
Gross Profit* (\$M)



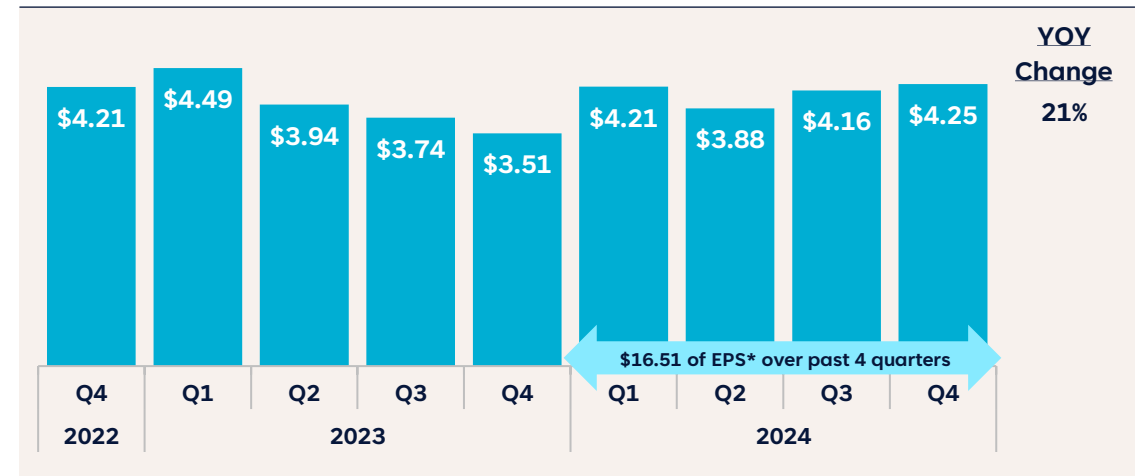
Adjusted EBITDA* (\$M)



Adj. Operating Margin (Adj. EBITDA* as a % of Gross Profit*)



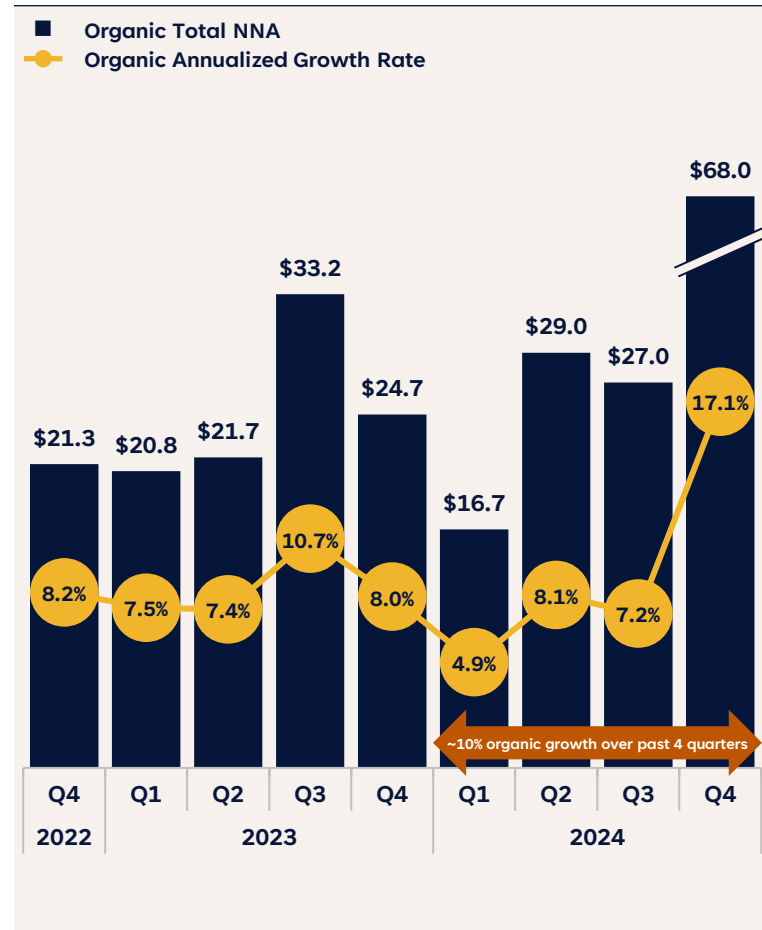
Adjusted EPS*



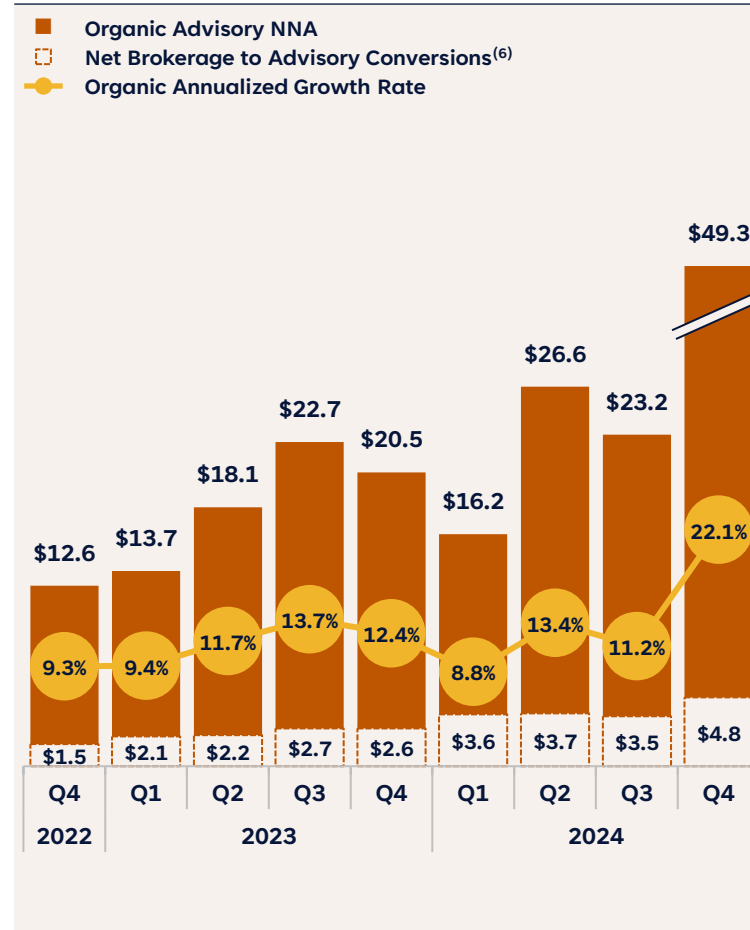
† The departure of the Company's former Chief Executive Officer resulted in other income of \$26.4 million during the three months ended December 31, 2024 related to the clawback of share-based compensation awards.

Organic Net New Asset growth rate was ~17% in Q4 and ~10% over the past year

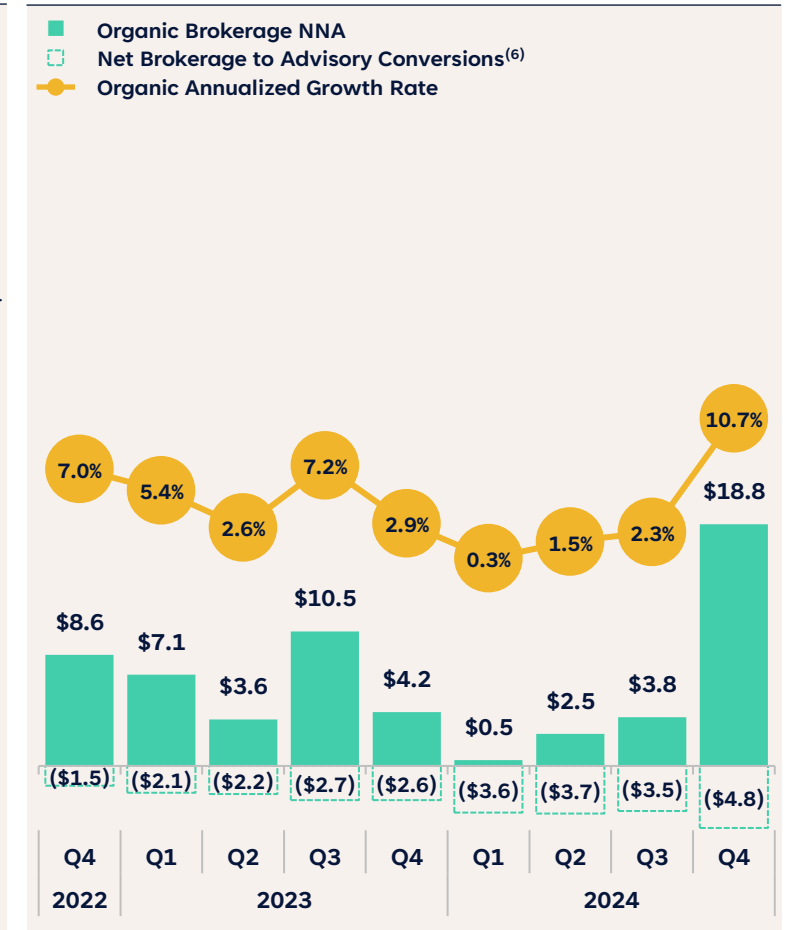
Total Organic Net New Assets⁽¹⁾ (\$B)



Organic Net New Advisory Assets⁽¹⁾⁽⁵⁾ (\$B)

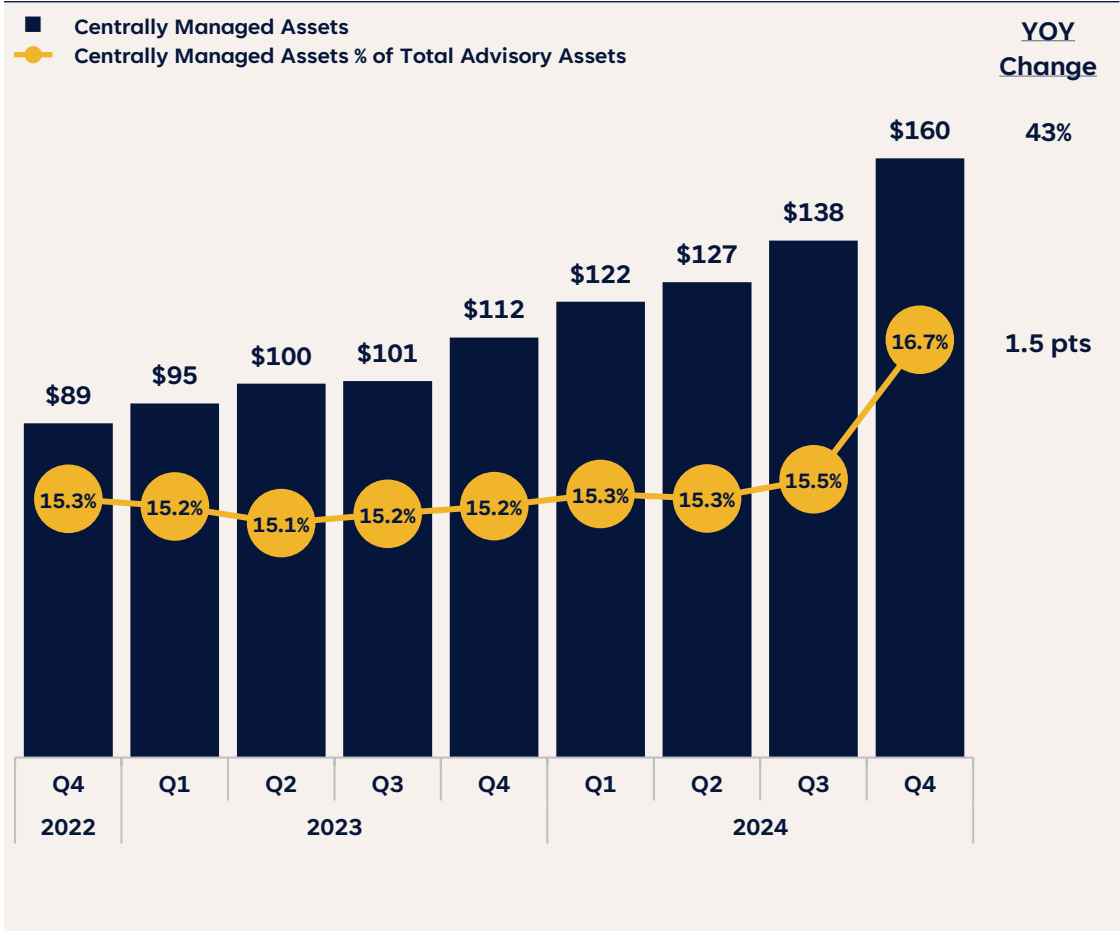


Organic Net New Brokerage Assets⁽¹⁾⁽⁵⁾ (\$B)

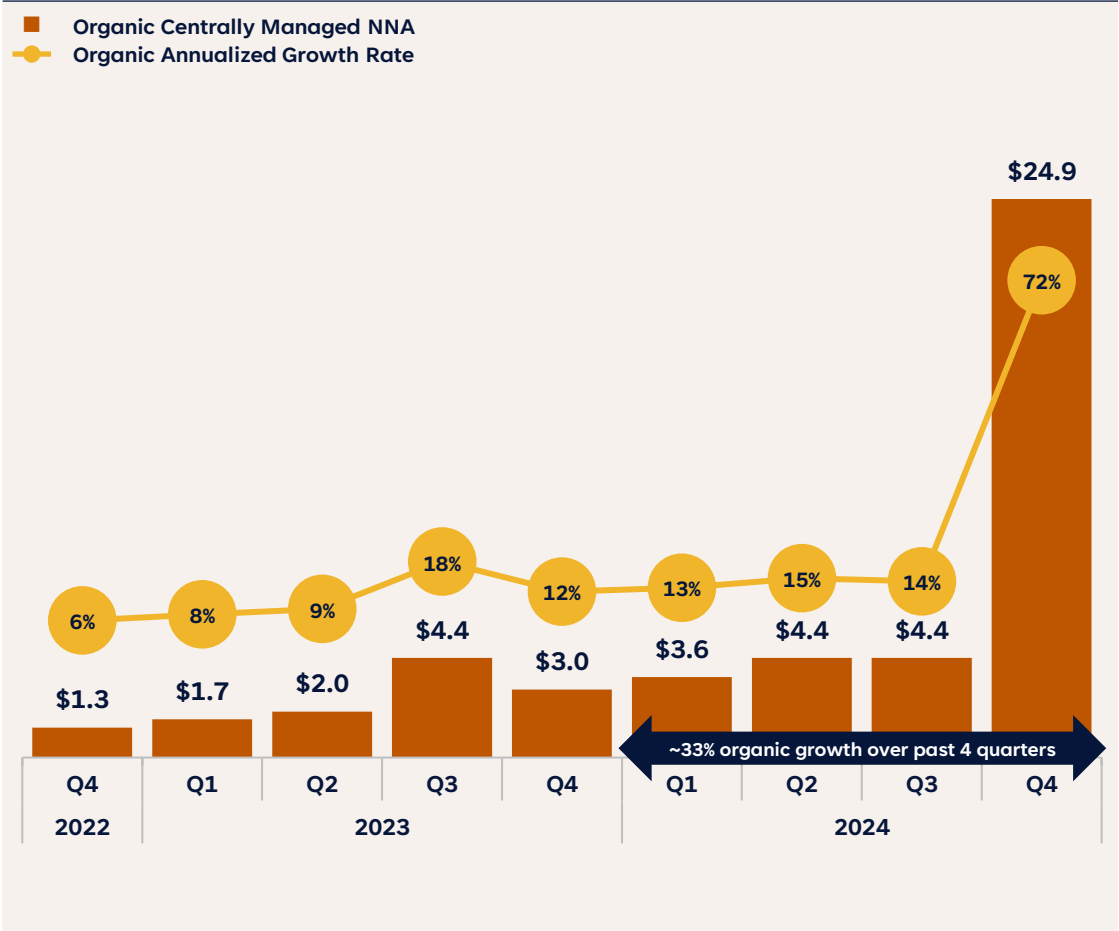


Centrally Managed Assets grew at a 33% organic growth rate over the past 4 quarters

Centrally Managed Assets⁽⁷⁾ (\$B)

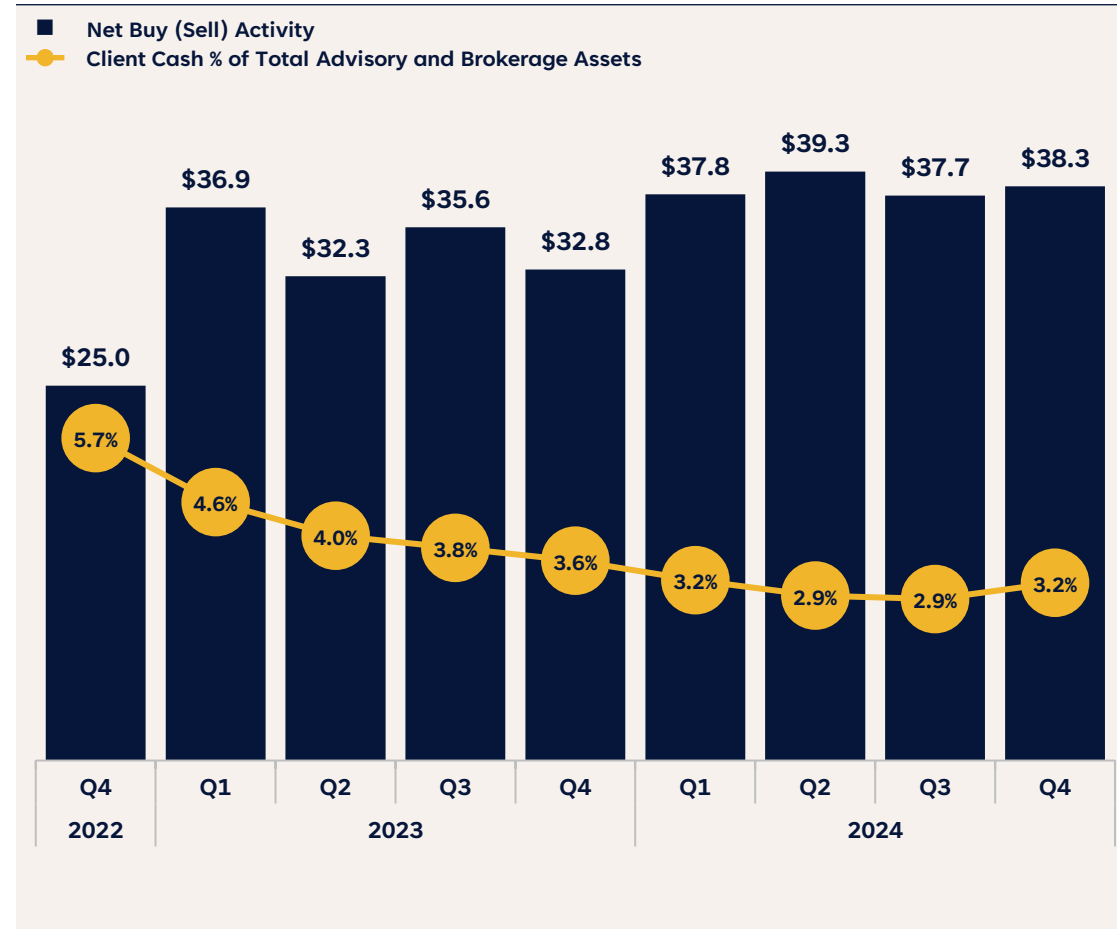


Organic Net New Centrally Managed Assets⁽⁸⁾ (\$B)

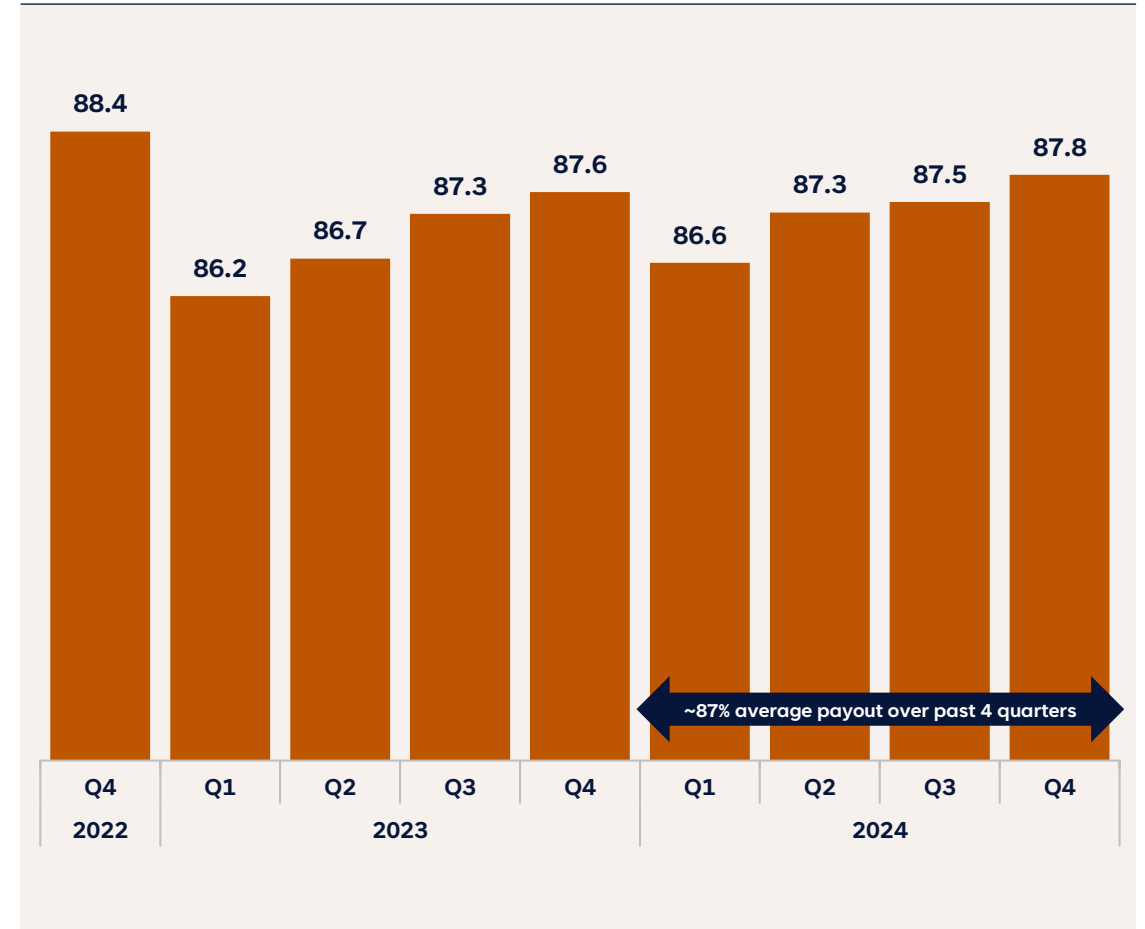


Net Buy (Sell) Activity was \$38B in Q4; the Payout Rate was 87.8%

Net Buy (Sell) Activity⁽⁹⁾ (\$B)

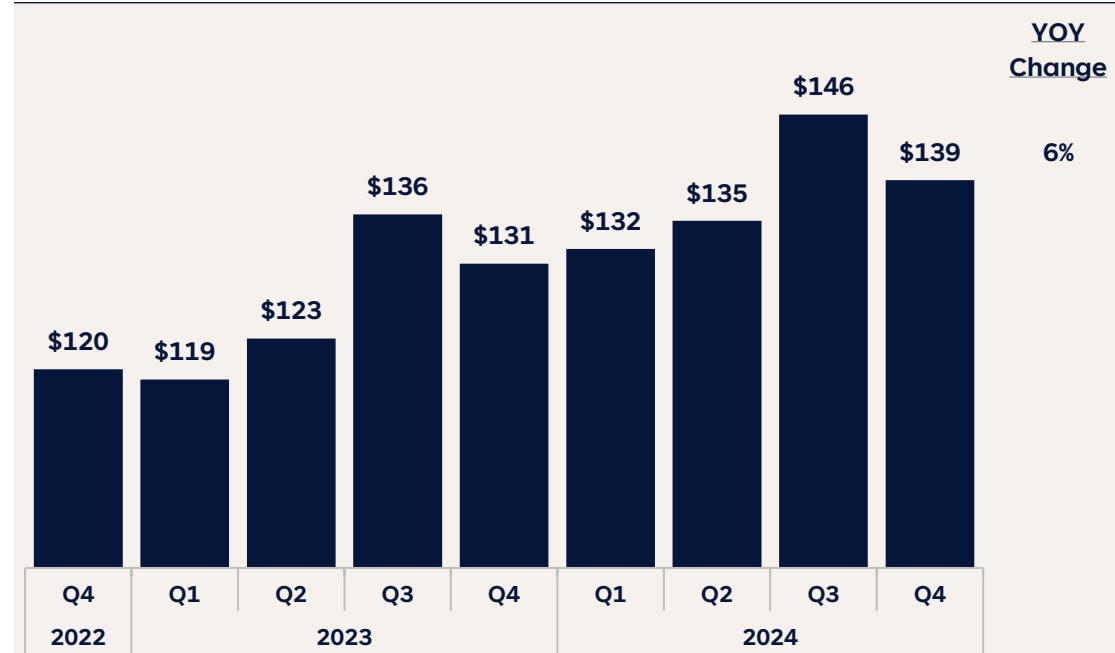


Payout Rate (%)



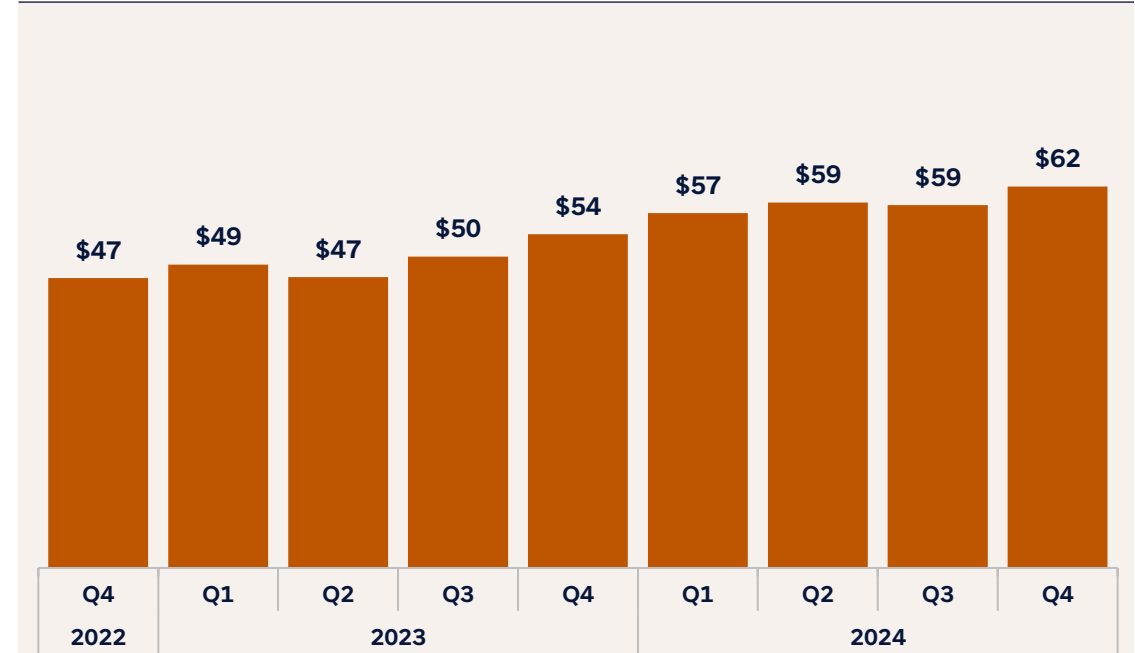
Service and Fee Revenue grew 6% year-over-year, as our advisor and account base continued to grow

Service and Fee Revenue (\$M)



- Revenue from advisor and retail investor services, including: technology, insurance, conferences, licensing, Services Group solutions, and IRA-based fees
- Service and Fee revenue is a function of advisor and account growth and greater adoption of Services Group solutions

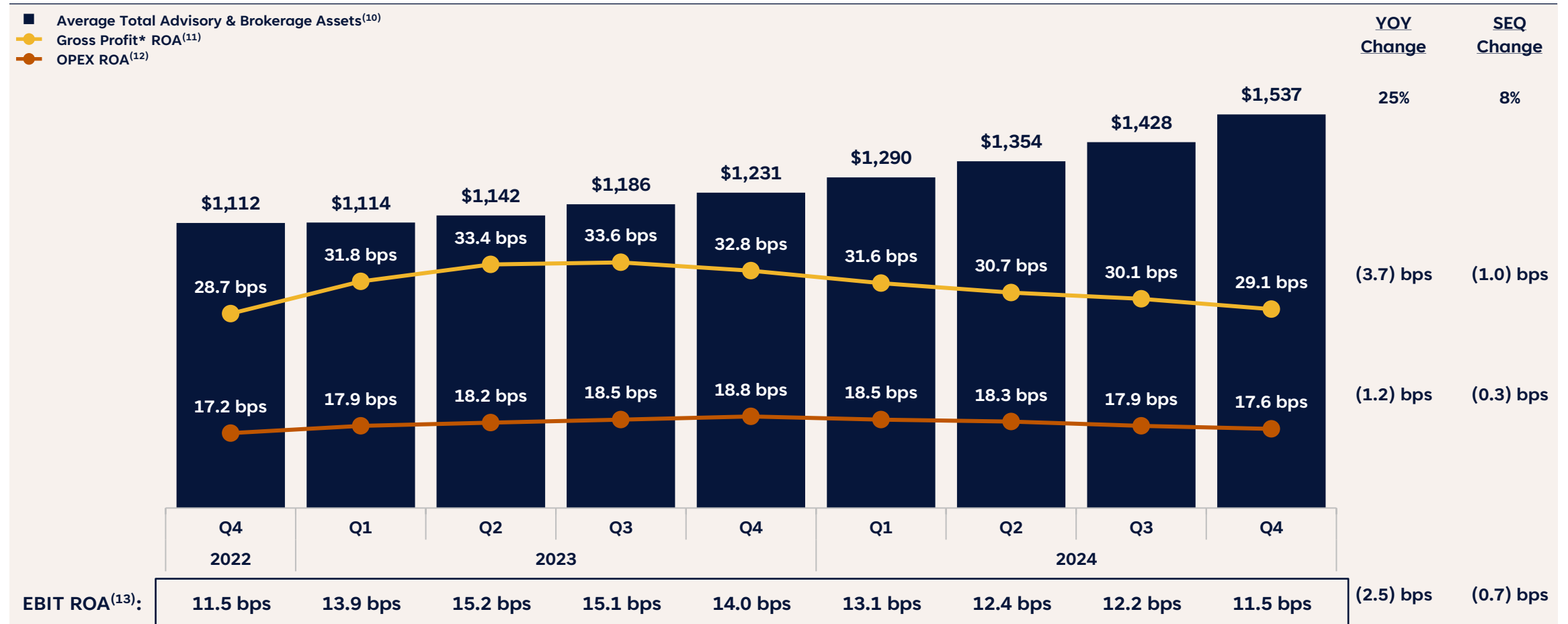
Transaction Revenue (\$M)



- Transaction charges generated in both advisory and brokerage accounts from products including mutual funds, ETFs, and fixed income
- Transaction revenue is a function of trading activity, but is becoming less sensitive to equity market volatility over time as business moves towards No Transaction Fee platforms

EBIT ROA declined slightly

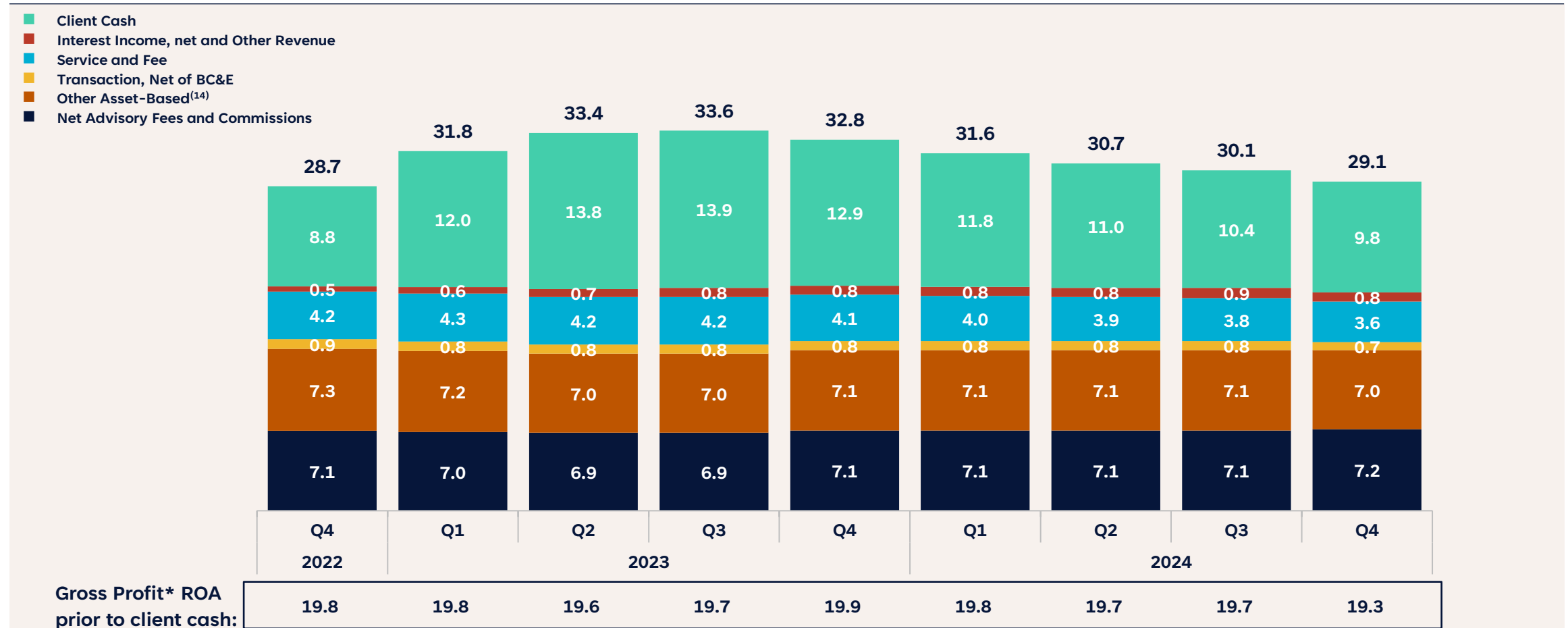
Average Total Advisory & Brokerage Assets (\$B)



Note: All periods are based on the trailing twelve months. EBIT ROA excludes acquisition costs and regulatory charges that are excluded from Adjusted Net Income as outlined on slide 23.

Q4 Gross Profit* ROA decreased sequentially, driven by a decrease in client cash revenue

Gross Profit* ROA⁽¹¹⁾ (bps)

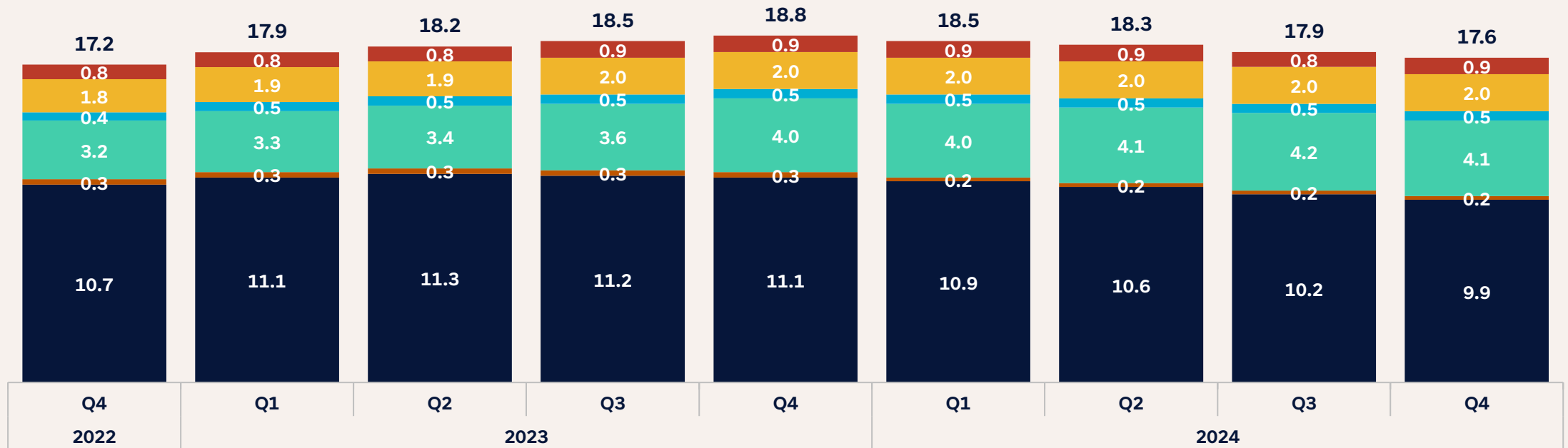


Note: All periods are based on the trailing twelve months.

OPEX ROA decreased sequentially in Q4

Total OPEX % of Assets⁽¹²⁾ (bps)

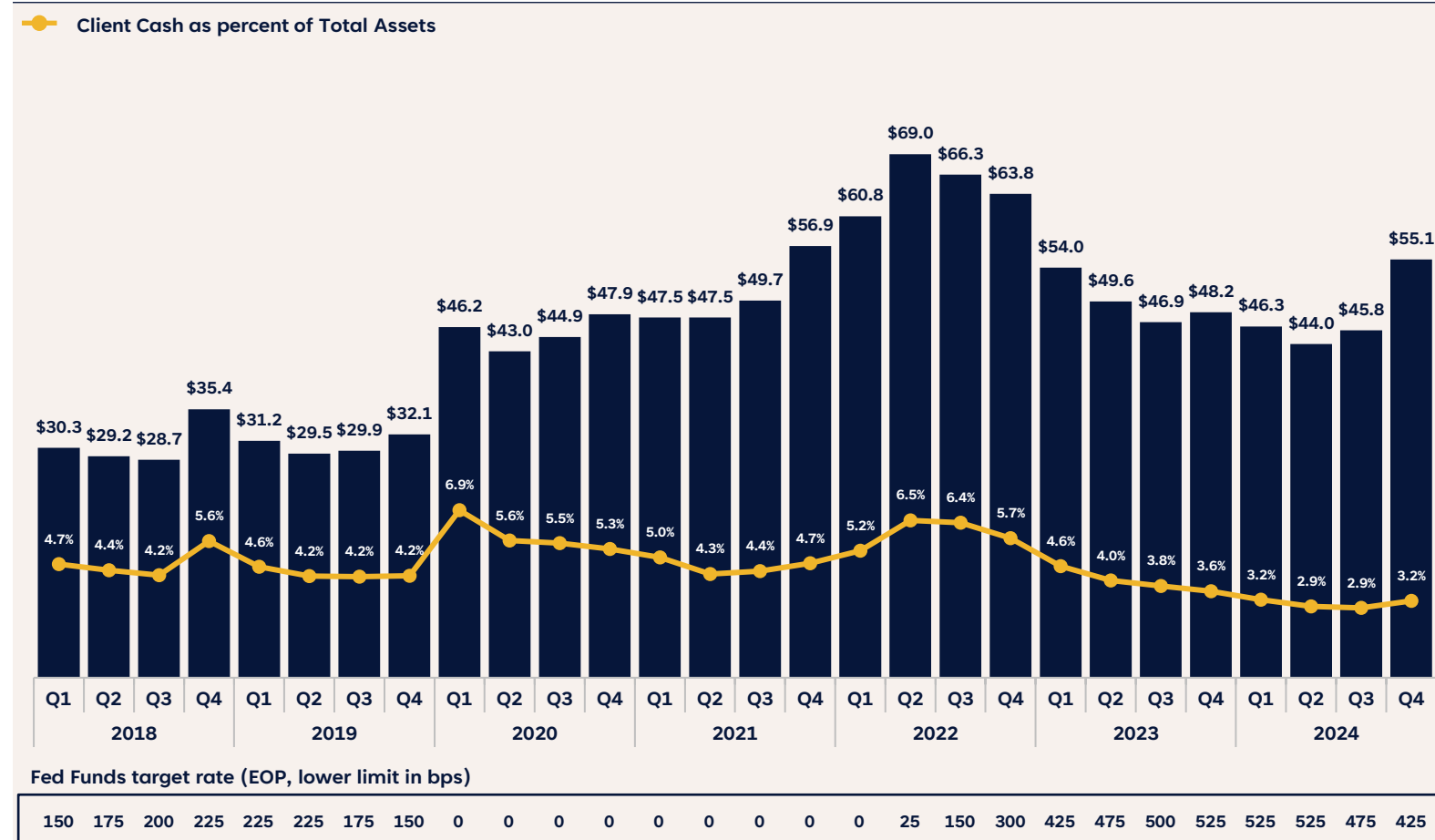
- Amortization of Other Intangible Assets
- D&A Expense (ex Amortization of Other Intangible Assets)
- Employee Share-based Compensation
- Promotional
- Regulatory
- Core G&A*



Note: All periods are based on the trailing twelve months. OPEX ROA excludes regulatory charges that are excluded from Adjusted Net Income as outlined on slide 23.

Our client cash balances are largely operational and increased to 3.2% of total assets in Q4

Client Cash Balances⁽¹⁵⁾ (\$B)



We generate economics on client cash through a third-party bank network

- By establishing sweep relationships across our ICA and DCA programs, we can leverage the balance sheets of our third-party bank partners
- We do this through a combination of fixed and floating rate deposit agreements

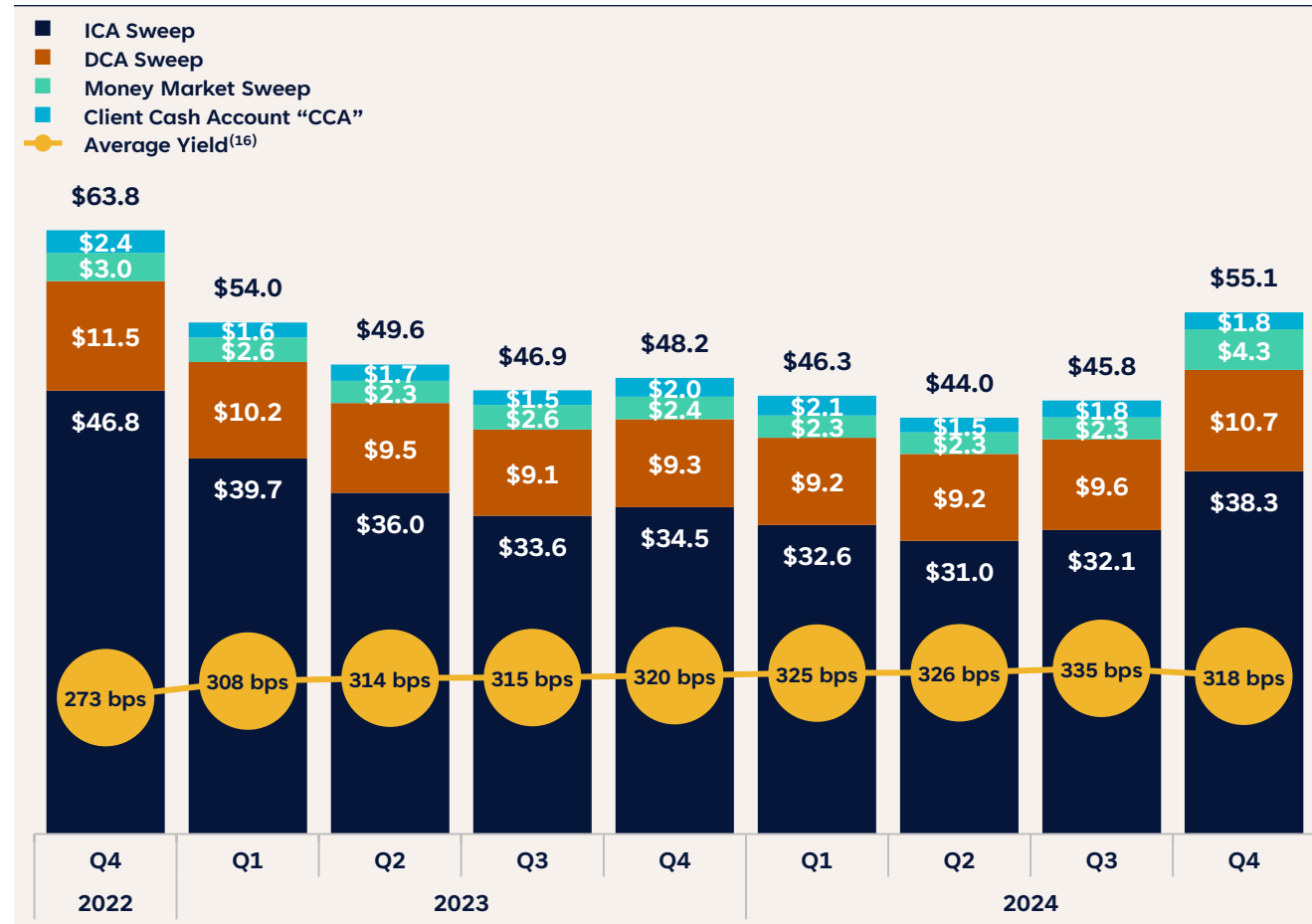
Client cash as a % of assets has averaged ~5%†

- Our client cash balances are largely operational
 - Typically small balances used for rebalancing, paying advisory fees, and customer withdrawals
 - This is reflected in the low client cash balances, which average ~5% or ~\$7K per account
- We believe the primary factor that moves that % of client cash up or down is market sentiment rather than rate seeking behavior
 - When clients are fully deployed in the markets, the ratio has gone as low as ~3%
- In Q4 2024, cash was 3.2% of client assets
 - Cash balances increased in the quarter, driven by organic growth, as well as the acquisition of Atria

† Since the start of the previous interest rate cycle in Q3'16

We generate compelling economics on client cash balances

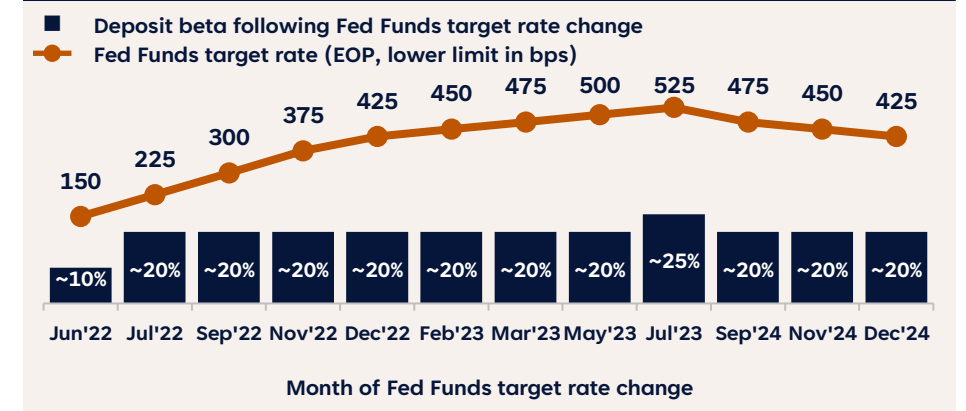
Client Cash Balances⁽¹⁵⁾ (end of period, \$B)



Interest Rate Impact

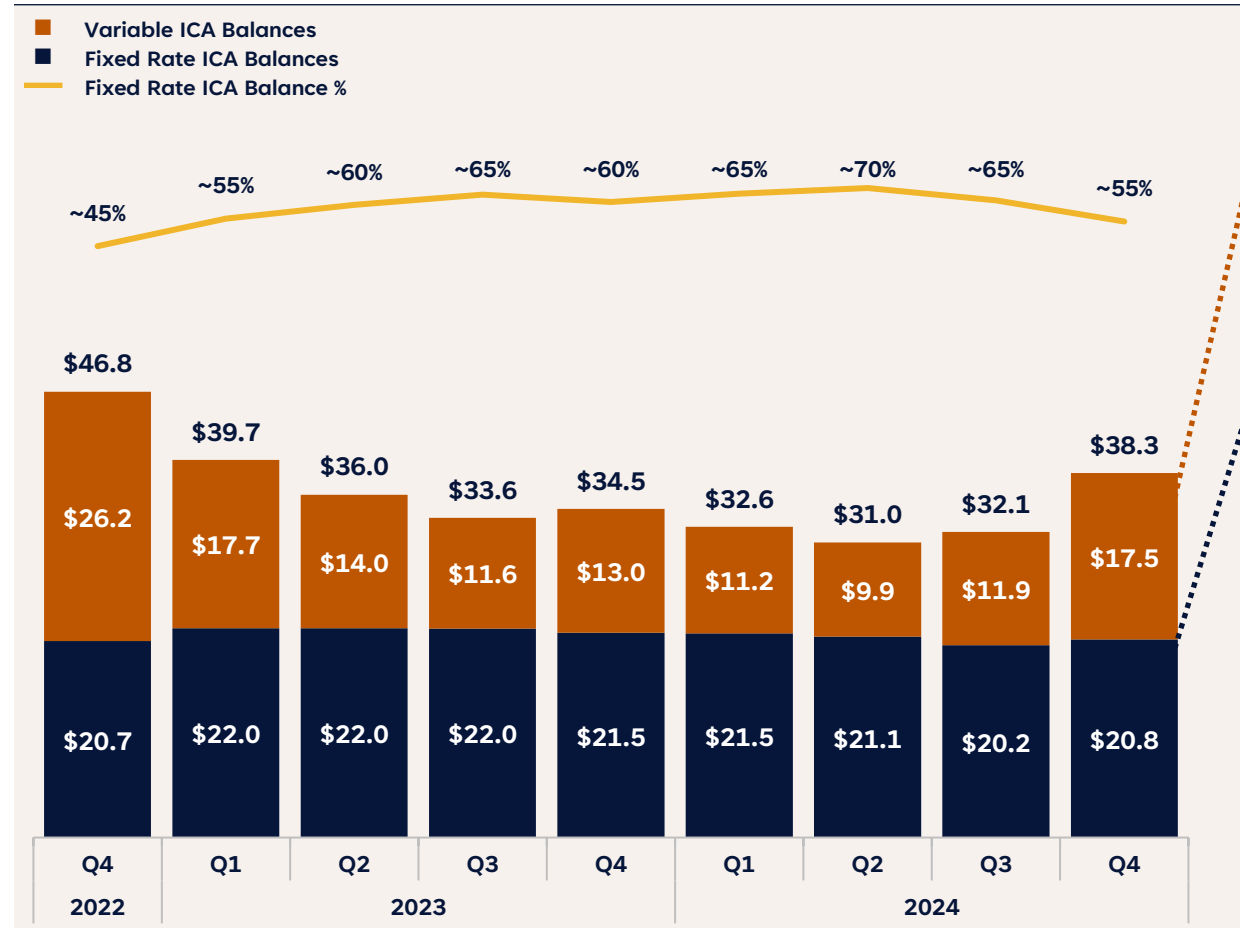
- Since Q1 2022, as the Fed increased interest rates, our deposit beta averaged ~15%
 - Deposit betas averaged ~2.5% over the first 4 hikes, and ~20% on subsequent hikes, including a peak of ~25% on the final hike
- Since the Fed started to cut interest rates in Q3 2024, deposit betas averaged ~20%
- Applying historical deposit betas to our current cash balances would yield:
 - ~\$45M of Annual Gross Profit* per subsequent 25 bps rate adjustment, at a ~20% deposit beta

Deposit betas on recent Fed Funds rate changes



Fixed rate balances make up ~55% of the ICA portfolio, reducing our sensitivity to movement in short-term interest rates

ICA Balances (end of period, \$B)

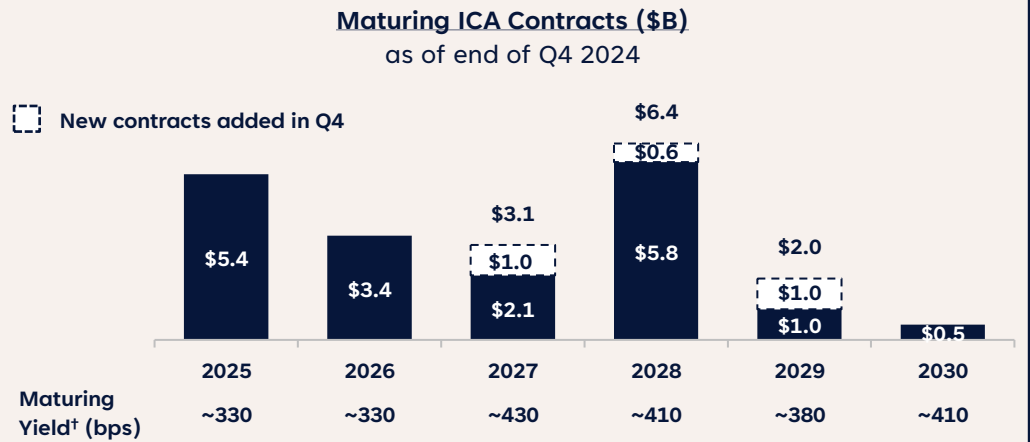


Variable balances are primarily indexed to Fed Funds

- Our variable ICA balances increased in Q4'24, driven by organic growth
- Most variable balances are indexed to Fed Funds + a spread (~10 to ~15 bps)
- Currently, new variable contracts are averaging Fed Funds plus 10 to 20 bps

Fixed rate ICA balances are ~55% of the ICA portfolio

- Management target range for the ICA portfolio is 50-75% fixed rate contracts
- In Q4'24, we added \$2.6B of three- to five-year fixed rate contracts with an average yield of ~405 bps



† Weighted average yield across ladder is ~370 bps

Note: Yields shown on this page are prior to client deposit rates (~71 bps) and administrator fees (~4 bps). Money market sweep balances are not subject to these costs. Given improved bank deposit demand and the launch of CCA, we no longer have any money market overflow balances

We remain focused on investing to drive organic growth while delivering long-term operating leverage in our core business

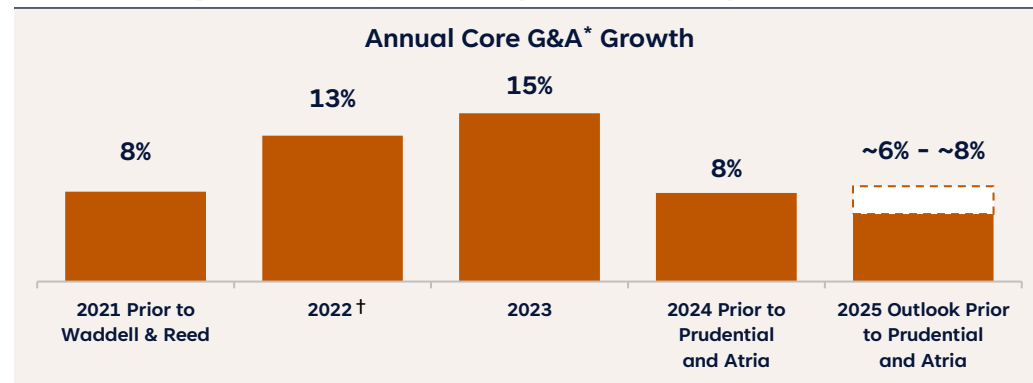
Long-term cost strategy

- Deliver operating leverage in core business
- Prioritize investments that drive additional growth
- Drive productivity and efficiency
- Adapt cost trajectory as environment evolves

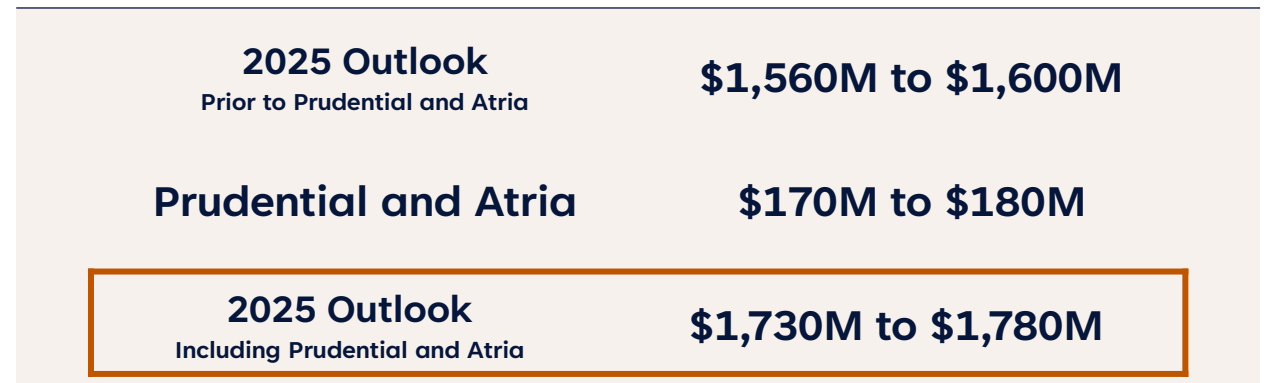
2024 Core G&A* Context

- Our 2024 Core G&A* was \$1,475M prior to Prudential and Atria, translating to ~8% year-over-year growth
- As we look ahead to 2025, we plan to slow Core G&A* growth, as our ongoing investments to scale our business are driving greater efficiencies
- Our 2025 Core G&A* outlook range prior to Prudential and Atria is 6% to 8% year-over-year growth, or \$1,560M to \$1,600M
 - In addition, we expect the full-year impact of Prudential and Atria to add \$170M to \$180M of Core G&A* in 2025
- Including expenses related to Prudential and Atria, our 2025 Core G&A* outlook range is \$1,730M to \$1,780M

Recent expense trajectory, prior to acquisitions



Core G&A* outlook



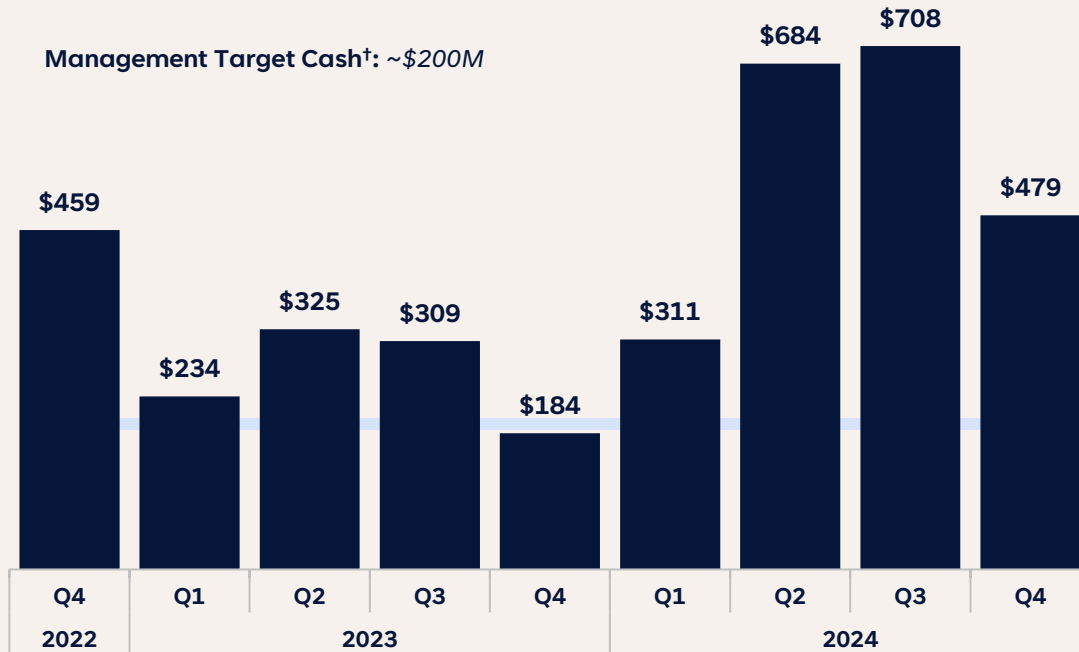
[†] 2022 Core G&A* growth is based on the Company's total 2021 Core G&A*

Our balance sheet remains strong...

Corporate Cash⁽¹⁷⁾ (\$M)

- Our strategy is to maintain a strong balance sheet that can absorb market volatility while having the capacity to invest for growth

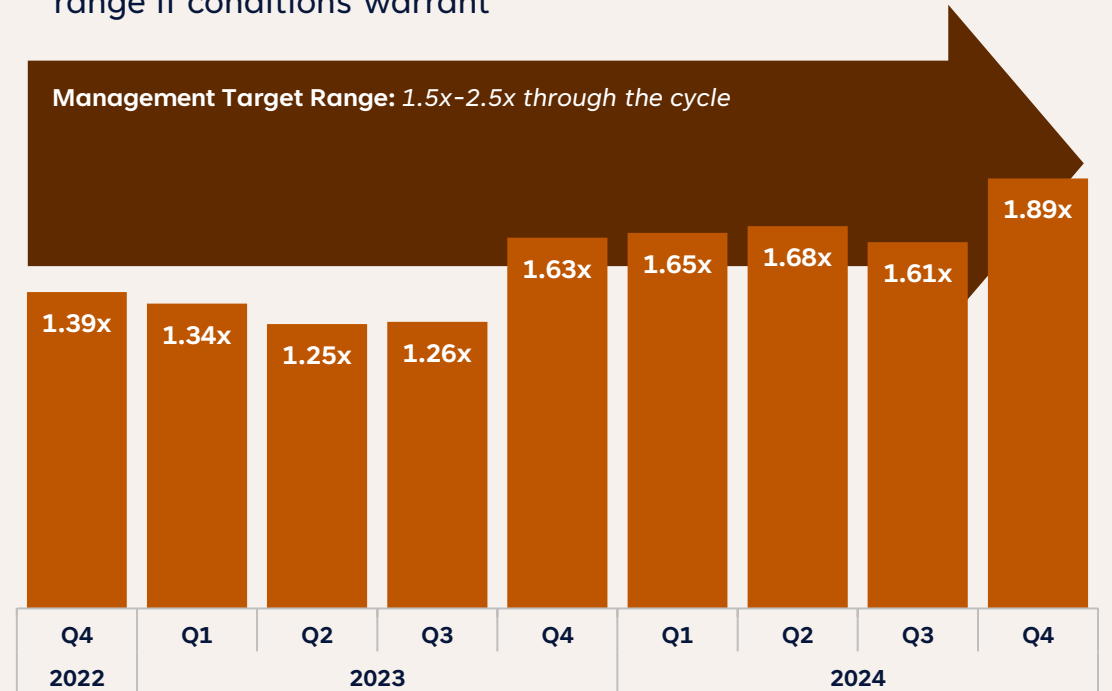
Management Target Cash†: ~\$200M



Leverage Ratio⁽¹⁸⁾

- A long-term target leverage range of 1.5x to 2.5x positions our balance sheet well over a range of cycles
- We are willing to operate temporarily above or below our target range if conditions warrant

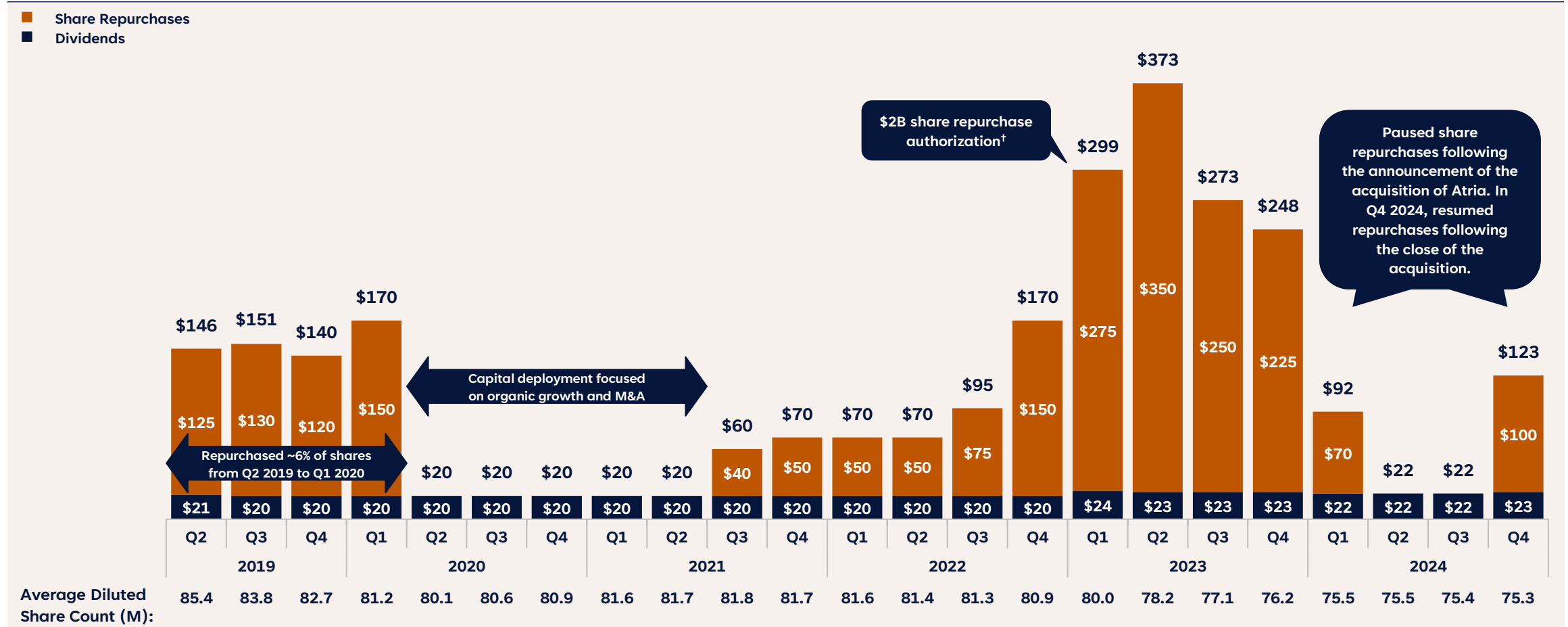
Management Target Range: 1.5x-2.5x through the cycle



† Management's corporate cash target reflects a level sufficient to meet our near-term corporate debt obligations

...And we have continued to return capital to shareholders

Share Repurchases and Dividends (\$M)

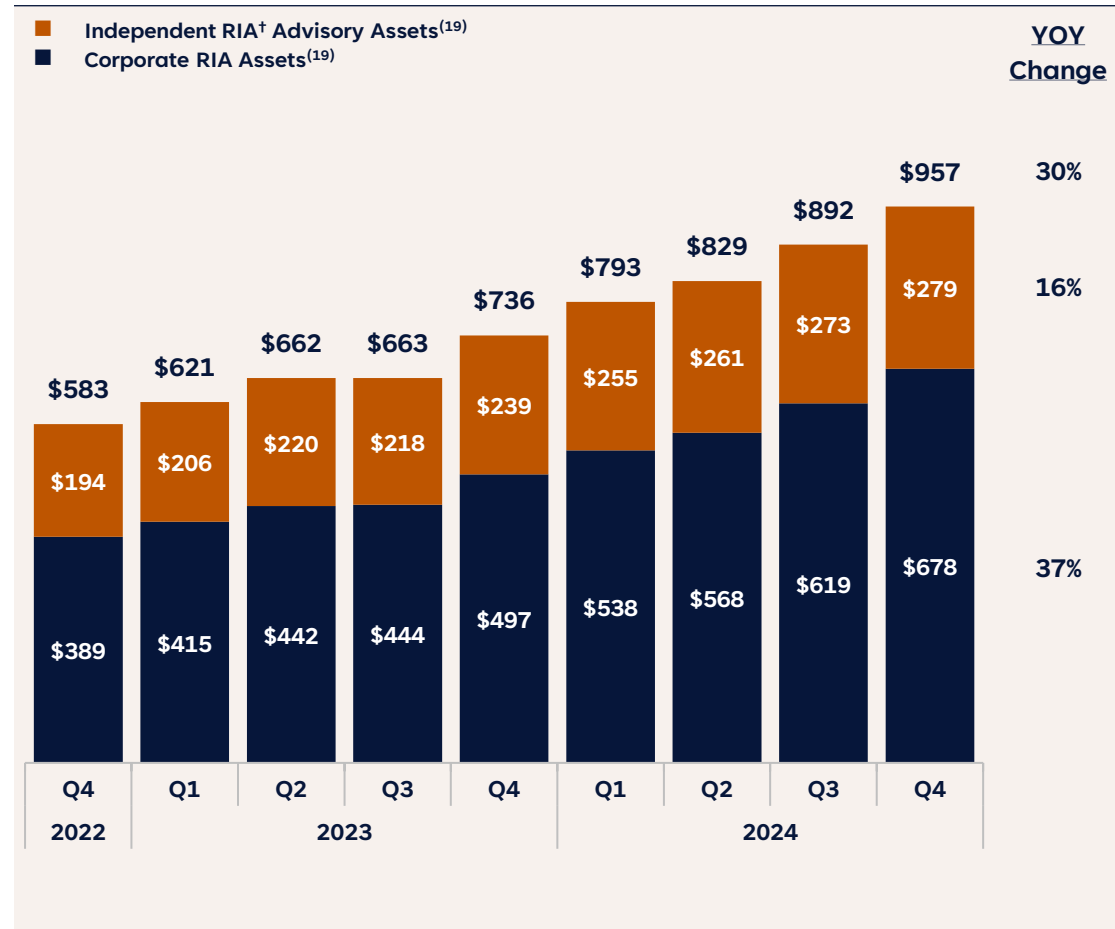


[†] Increased share repurchase authorization by \$2B as of 09/21/2022, which we started to utilize in 2023

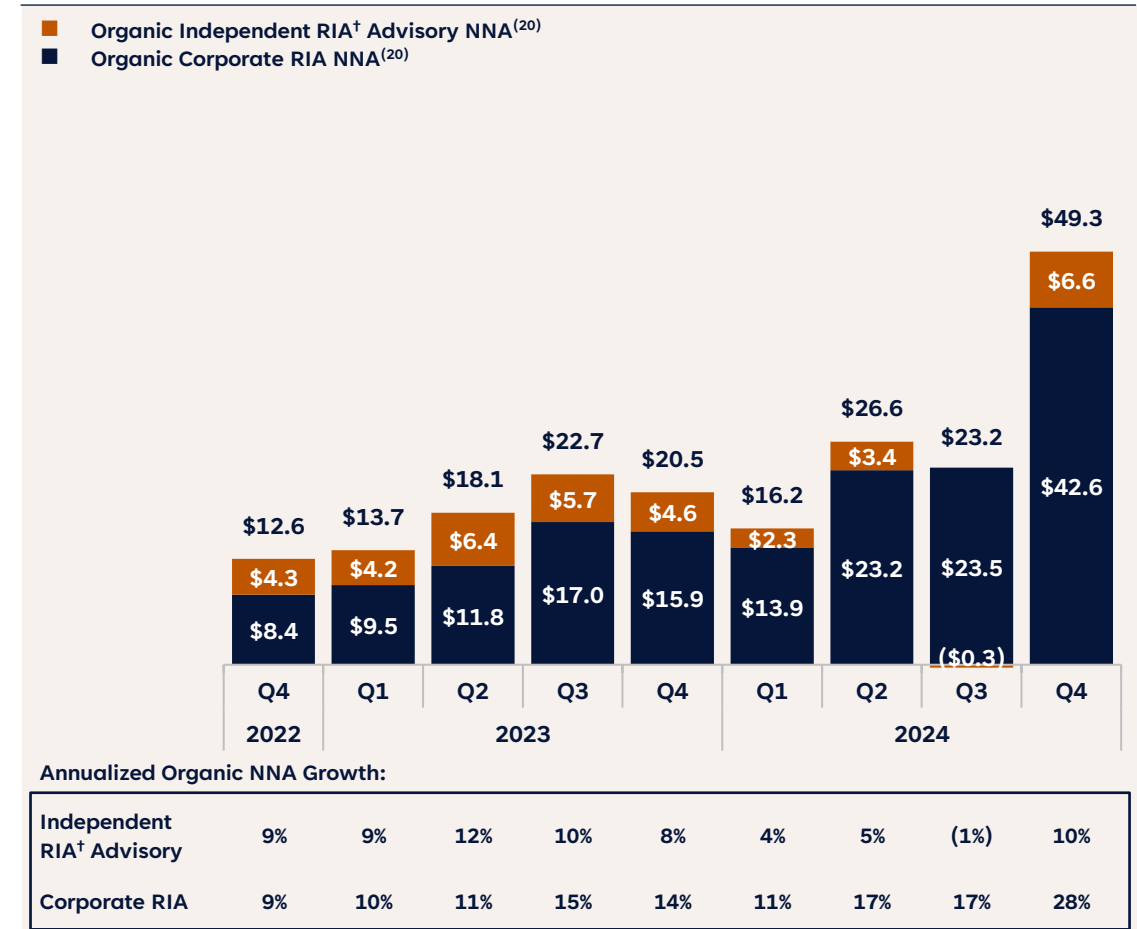
Appendix

Corporate and Independent RIA[†] Advisory assets

Corporate and Independent RIA[†] Advisory Asset Mix (\$B)



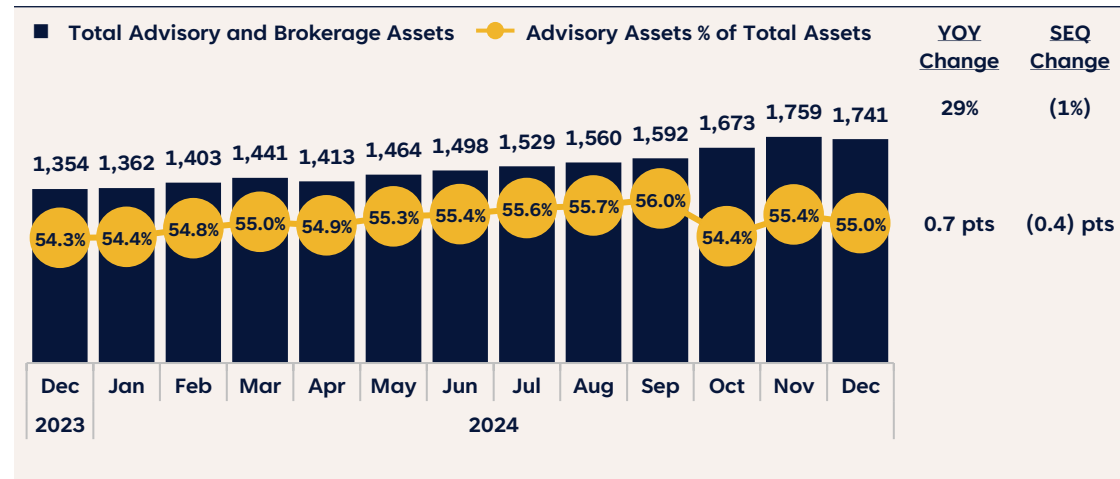
Corporate and Independent RIA[†] Advisory NNA Mix (\$B)



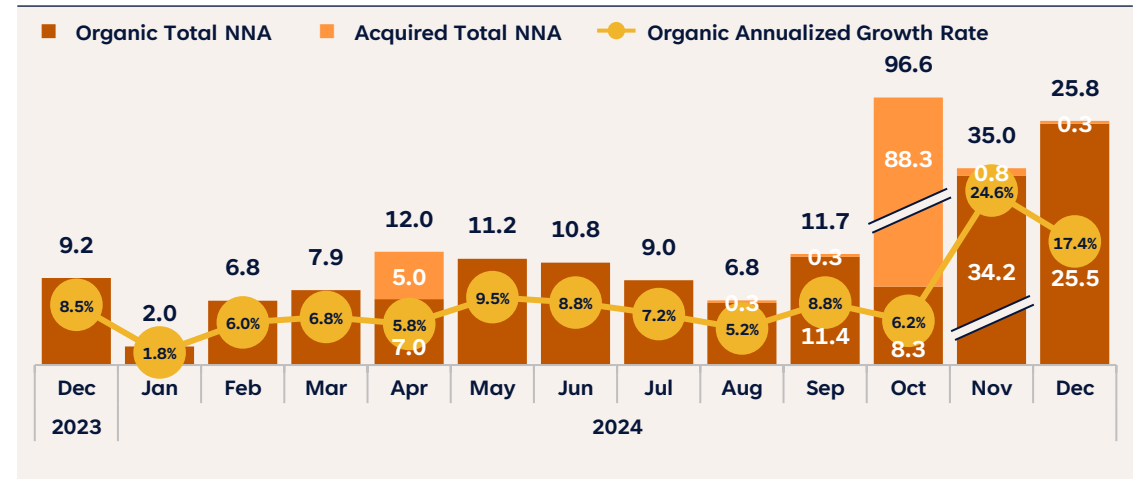
[†] Independent RIA assets consist of the advisory assets of Independent RIA advisors who have their own independent RIA license and also manage brokerage assets, as well as the advisory assets of fee-only Independent RIAs

Monthly Metrics Dashboard through December 2024

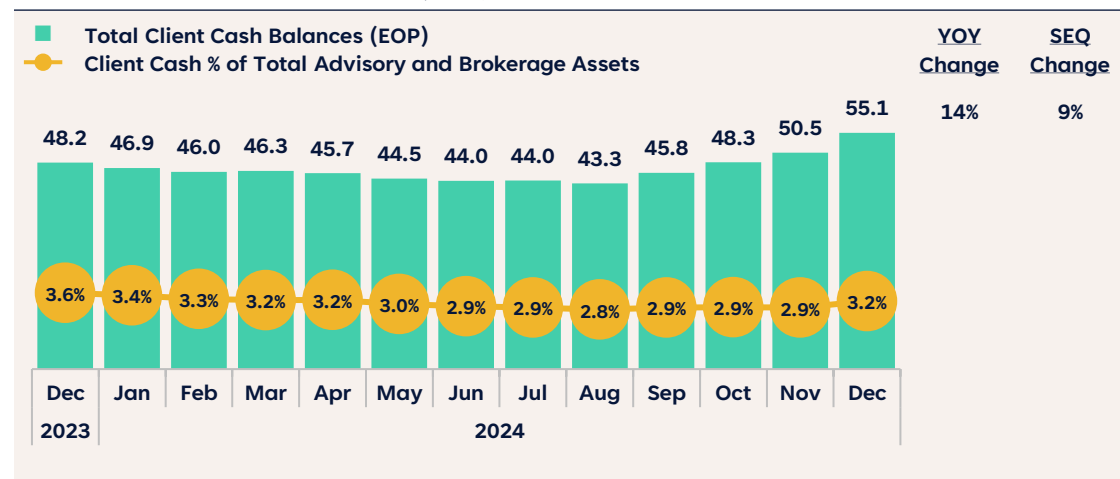
Total Advisory and Brokerage Assets (\$B)



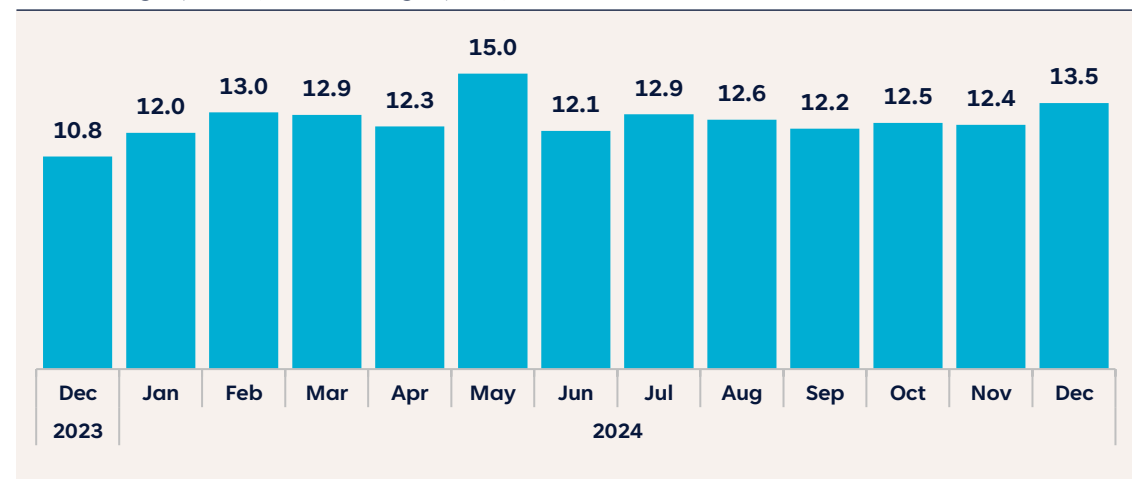
Total Net New Assets (\$B)



Client Cash Balances (\$B)



Net Buy (Sell) Activity (\$B)



† Calculated as current period total organic net new assets multiplied by twelve, divided by preceding period total advisory and brokerage assets

Reconciliation

Gross Profit*

Gross profit* is a non-GAAP financial measure. Please see a description of gross profit* under “Non-GAAP Financial Measures” on page 3 of this presentation for additional information. Below is a calculation of gross profit* for the periods presented herein:

\$ in millions	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Total revenue⁽²¹⁾	\$3,512	\$3,108	\$2,932	\$2,833	\$2,644	\$2,522	\$2,469	\$2,418	\$2,333
Advisory and commission expense	2,250	1,948	1,819	1,733	1,608	1,488	1,449	1,371	1,342
Brokerage, clearing and exchange expense	35	30	33	31	26	25	29	26	19
Employee deferred compensation ⁽²²⁾	(1)	3	1	2	3	(1)	1	1	-
Gross Profit⁽²¹⁾	\$1,228	\$1,128	\$1,079	\$1,066	\$1,007	\$1,010	\$990	\$1,020	\$972

Net Income to EBITDA*, Adjusted EBITDA*, and Credit Agreement EBITDA*

EBITDA*, Adjusted EBITDA*, and Credit Agreement EBITDA* are non-GAAP financial measures. Please see a description of EBITDA*, Adjusted EBITDA*, and Credit Agreement EBITDA* under “Non-GAAP Financial Measures” on page 3 of this presentation for additional information. Below are reconciliations of the Company’s net income to EBITDA*, Adjusted EBITDA*, and Credit Agreement EBITDA* for the periods presented herein:

\$ in millions	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Net income	\$271	\$255	\$244	\$289	\$218	\$224	\$286	\$339	\$319
Interest expense on borrowings	82	68	64	60	54	48	45	39	37
Provision for income taxes	71	92	86	85	76	93	103	106	100
Depreciation and amortization	92	78	71	67	68	65	58	56	54
Amortization of other intangibles	43	32	31	30	29	28	27	24	23
EBITDA	\$558	\$526	\$496	\$531	\$445	\$458	\$519	\$564	\$533
Acquisition costs ⁽²³⁾	37	22	37	10	35	6	4	3	6
Regulatory charges ⁽²⁴⁾	-	18	-	-	-	40	-	-	-
Departure of former Chief Executive Officer ⁽²⁵⁾	(14)	-	-	-	-	-	-	-	-
Loss on extinguishment of debt	4	-	-	-	-	-	-	-	-
Adjusted EBITDA	\$585	\$566	\$533	\$541	\$480	\$504	\$523	\$567	\$540
	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
EBITDA (trailing twelve months)	\$2,111	\$1,998	\$1,930	\$1,953	\$1,986	\$2,074	\$2,030	\$1,822	\$1,525
Credit Agreement adjustments	554	343	330	208	209	175	133	142	114
Credit Agreement EBITDA	\$2,665	\$2,341	\$2,260	\$2,160	\$2,195	\$2,249	\$2,163	\$1,964	\$1,639
Total debt	5,517	4,469	4,472	3,876	3,757	3,142	3,020	2,870	2,738
Total corporate cash	479	708	684	311	184	309	325	234	459
Credit Agreement Net Debt	\$5,038	\$3,761	\$3,788	\$3,564	\$3,574	\$2,833	\$2,694	\$2,636	\$2,279
Leverage Ratio	1.89x	1.61x	1.68x	1.65x	1.63x	1.26x	1.25x	1.34x	1.39x

Note: Totals may not foot due to rounding

Reconciliation

Adjusted EPS* and Adjusted Net Income*

Adjusted EPS* and adjusted net income* are non-GAAP financial measures. Please see a description of adjusted EPS* and adjusted net income* under “Non-GAAP Financial Measures” on page 3 of this presentation for additional information. Below are the reconciliations of net income and earnings per diluted share to adjusted net income* and adjusted EPS* for the periods presented herein:

in millions, except per share data	Q4 2024		Q3 2024		Q2 2024		Q1 2024		Q4 2023		Q3 2023		Q2 2023		Q1 2023		Q4 2022	
	Amount	Per Share	Amount	Per Share	Amount	Per Share	Amount	Per Share	Amount	Per Share	Amount	Per Share	Amount	Per Share	Amount	Per Share	Amount	Per Share
Net income / earnings per diluted share	\$271	\$3.59	\$255	\$3.39	\$244	\$3.23	\$289	\$3.83	\$218	\$2.85	\$224	\$2.91	\$286	\$3.65	\$339	\$4.24	\$319	\$3.95
Amortization of other intangibles	43	0.57	32	0.43	31	0.41	30	0.39	29	0.38	28	0.36	27	0.34	24	0.30	23	0.28
Acquisition costs ⁽²³⁾	37	0.49	22	0.29	37	0.49	10	0.13	35	0.46	6	0.08	4	0.05	3	0.04	6	0.08
Regulatory charges ⁽²⁴⁾	-	-	18	0.24	-	-	-	-	-	-	40	0.52	-	-	-	-	-	-
Departure of former Chief Executive Officer ⁽²⁵⁾	(14)	(0.19)	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Loss on extinguishment of debt	4	0.05	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Tax benefit	(20)	(0.27)	(15)	(0.19)	(18)	(0.24)	(10)	(0.14)	(14)	(0.18)	(9)	(0.12)	(8)	(0.10)	(7)	(0.09)	(8)	(0.10)
Adjusted net income / adjusted EPS	\$320	\$4.25	\$313	\$4.16	\$293	\$3.88	\$318	\$4.21	\$267	\$3.51	\$289	\$3.74	\$308	\$3.94	\$359	\$4.49	\$340	\$4.21
Average diluted share count	75.3		75.4		75.5		75.5		76.2		77.1		78.2		80.0		80.9	

Core G&A* to Total Expense

Core G&A* is a non-GAAP financial measure. Please see a description of Core G&A* under “Non-GAAP Financial Measures” on page 3 of this presentation for additional information. Below is a reconciliation of total expense to Core G&A* for the periods presented herein:

\$ in millions	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Total expense	\$3,171	\$2,761	\$2,602	\$2,458	\$2,350	\$2,205	\$2,080	\$1,973	\$1,914
Advisory and commission	2,250	1,948	1,819	1,733	1,608	1,488	1,449	1,371	1,342
Depreciation and amortization	92	78	71	67	68	65	58	56	54
Interest expense on borrowings	82	68	64	60	54	48	45	39	37
Brokerage, clearing and exchange	35	30	33	31	26	25	29	26	19
Amortization of other intangibles	43	32	31	30	29	28	27	24	23
Employee deferred compensation ⁽²²⁾	(1)	3	1	2	3	(1)	1	1	-
Loss on extinguishment of debt	4	-	-	-	-	-	-	-	-
Total G&A	\$666	\$602	\$583	\$535	\$562	\$552	\$471	\$456	\$439
Promotional (ongoing) ⁽²³⁾	173	176	148	132	138	140	107	101	84
Employee share-based compensation	26	20	20	23	16	16	17	18	12
Acquisition costs ⁽²³⁾	37	22	37	10	35	6	4	3	6
Regulatory charges ⁽²⁴⁾	7	25	8	7	9	48	7	8	9
Core G&A	\$422	\$359	\$371	\$364	\$364	\$342	\$337	\$326	\$327

Note: Totals may not foot due to rounding

Endnotes

- (1) Organic Net New Assets include assets from Large Institutions. Below are Net New Assets from Large Institutions for the periods presented:

\$ in billions	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Net new organic advisory assets	\$18.4	-	-	-	-	\$2.3	-	-	-
Net new organic brokerage assets	\$21.2	-	-	-	0.3	8.5	-	-	0.6
Total Organic Net New Assets from Large Institutions	\$39.6	-	-	-	\$0.3	\$10.8	-	-	\$0.6

- (2) Represents the estimated total advisory and brokerage assets expected to transition to the Company’s primary broker-dealer subsidiary, LPL Financial LLC (“LPL Financial”), associated with advisors who transferred their licenses to LPL Financial during the period. The estimate is based on prior business reported by the advisors, which has not been independently and fully verified by LPL Financial. The actual transition of assets to LPL Financial generally occurs over several quarters and the actual amount transitioned may vary from the estimate.
- (3) Recruited assets include assets from Large Institutions. Below are recruited assets from Large Institutions for the periods presented:
- | \$ in billions | Q4 2024 | Q3 2024 | Q2 2024 | Q1 2024 | Q4 2023 | Q3 2023 | Q2 2023 | Q1 2023 | Q4 2022 |
|--|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| Recruited assets from Large Institutions | \$63.0 | - | - | - | - | \$12.3 | - | - | - |
- (4) Reflects retention of total advisory and brokerage assets, calculated by deducting quarterly annualized attrition from total advisory and brokerage assets, over the prior-quarter total advisory and brokerage assets.
- (5) Consists of total client deposits into advisory or brokerage accounts less total client withdrawals from advisory or brokerage accounts, plus dividends, plus interest, minus advisory fees. The Company considers conversions from and to brokerage or advisory accounts as deposits and withdrawals, respectively. Annualized growth is calculated as the current period organic net new advisory or brokerage assets divided by preceding period total advisory or brokerage assets, multiplied by four.
- (6) Consists of existing custodied assets that converted from brokerage to advisory, less existing custodied assets that converted from advisory to brokerage.
- (7) Consists of advisory assets in LPL Financial’s Model Wealth Portfolios, Optimum Market Portfolios, Personal Wealth Portfolios and Guided Wealth Portfolios platforms.
- (8) Consists of total client deposits into centrally managed assets (see EN 7) accounts less total client withdrawals from centrally managed assets accounts. Annualized growth is calculated as the current period organic net new centrally managed assets divided by preceding period total centrally managed assets, multiplied by four.
- (9) Represents the amount of securities purchased less the amount of securities sold in client accounts custodied with LPL Financial, as well as assets under custody of a third-party custodian related to Atria’s seven introducing broker-dealer subsidiaries.
- (10) Represents the average month-end total advisory and brokerage assets for the period.
- (11) Represents total trailing twelve-month Gross Profit* for the period, divided by average month-end total advisory and brokerage assets for the period (see EN 10).
- (12) Represents total trailing twelve-month operating expenses for the period, excluding production-related expense (“OPEX”), divided by average month-end total advisory and brokerage assets for the period (see EN 10). Production-related expense includes advisory and commissions expense and brokerage, clearing and exchange expense. For purposes of this metric, operating expenses includes Core G&A*, regulatory, promotional, employee share-based compensation, depreciation & amortization and amortization of other intangibles.
- (13) EBIT ROA is calculated as Gross Profit ROA (see EN 11) less OPEX ROA (see EN 12).
- (14) Consists of revenues from the Company’s sponsorship programs with financial product manufacturers and omnibus processing and networking services, but not including fees from client cash programs. Other asset-based revenues are a component of asset-based revenues and are derived from the Company’s consolidated statements of income.
- (15) Client cash accounts include cash that clients have deposited with LPL Financial that is included in client payables in the consolidated balance sheets. During the first quarter of 2024, the company updated its definition of the client cash account balances to exclude other client payables.
- (16) Calculated by dividing revenue for the period by the average balance during the quarter.

Endnotes

- (17) Corporate cash, a component of cash and equivalents, is the sum of cash and equivalents from the following: (1) cash and equivalents held at LPL Holdings, Inc., (2) cash and equivalents held at regulated subsidiaries as defined by the Company's Credit Agreement, which include LPL Financial, LPL Enterprise, LLC, The Private Trust Company, N.A. and certain of Atria Wealth Solutions, Inc.'s introducing broker-dealer subsidiaries, in excess of the capital requirements of the Company's Credit Agreement and (3) cash and equivalents held at non-regulated subsidiaries. Cash and equivalents held at regulated subsidiaries as of March 31, 2023, June 30, 2023 and September 30, 2023 included that of Financial Resources Group Investment Services, LLC; however, the broker-dealer registration for this entity was terminated during the fourth quarter of 2023. As a result, it is reflected in cash and equivalents held at non-regulated subsidiaries at December 31, 2023.
- (18) The Company calculates its leverage ratio as total debt less total corporate cash, divided by Credit Agreement EBITDA for the trailing twelve months.
- (19) Assets on the Company's corporate RIA platform are serviced by investment advisor representatives of LPL Financial or Allen & Company. Assets on the Company's independent RIA advisory platform are serviced by investment advisor representatives of separate registered investment advisor firms rather than representatives of LPL Financial.
- (20) Consists of total client deposits into advisory accounts on LPL Financial's independent RIA advisory platform or corporate RIA platform less total client withdrawals from advisory accounts on its independent RIA advisory platform or its corporate RIA platform. Annualized growth is calculated as the current period net new independent RIA Advisory Assets or corporate RIA assets divided by preceding period total independent RIA Advisory Assets or corporate RIA assets, multiplied by four.
- (21) The departure of the Company's former Chief Executive Officer resulted in other income of \$26.4 million during the three months ended December 31, 2024 related to the clawback of share-based compensation awards.
- (22) During the first quarter of 2023, the Company updated its presentation of employee deferred compensation to be consistent with its presentation of advisor deferred compensation. As a result, gains or losses related to market fluctuations on advisor and employee deferred compensation plans are presented in the same line item as the related increase or decrease in compensation expense for purposes of Management's Statements of Operations. This change has not been applied retroactively as the impact on prior periods was not material.
- (23) Acquisition costs include the costs to setup, onboard and integrate acquired entities and other costs that were incurred as a result of the acquisitions. The below table summarizes the primary components of acquisition costs for the periods presented:

\$ in millions	Q4 2024	Q3 2024	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023	Q4 2022
Compensation and benefits	16.0	\$8.4	\$6.8	\$3.9	\$2.8	\$1.3	\$1.0	\$0.9	\$3.5
Professional services	7.4	6.7	3.6	3.2	3.7	2.2	2.6	1.6	2.4
Promotional	2.2	2.0	0.5	2.3	0.9	2.3	0.3	0.2	0.1
Fair value mark on contingent consideration ⁽²⁶⁾	11.2	5.8	24.6	-	26.7	-	-	-	-
Other	0.5	(0.6)	1.3	0.2	0.9	0.2	0.2	0.4	0.4
Acquisition costs	37.3	\$22.2	\$36.9	\$9.5	\$34.9	\$6.0	\$4.1	\$3.1	\$6.4

- (24) Regulatory charges for the three months ended September 30, 2024 and year ended December 31, 2024 include charges related to a settlement with the SEC to resolve the Company's civil investigation of certain elements of the Company's Anti-Money Laundering ("AML") compliance program. The Company has recorded an \$18.0 million charge for the quarter ended September 30, 2024 and reached a settlement with the staff of the SEC and paid the civil monetary penalty in January 2025. Regulatory charges for the three months ended September 30, 2023 and year ended December 31, 2023 include a \$40.0 million charge to reflect the amount of the penalty related to the SEC's civil investigation of the Company's compliance with records preservation requirements for business-related electronic communications that was not covered by the Company's captive insurance subsidiary. The Company reached a settlement with the staff of the SEC and paid the civil monetary penalty of \$50.0 million in August 2024.
- (25) The departure of the Company's former Chief Executive Officer resulted in other income of \$26.4 million during the three months ended December 31, 2024 related to the clawback of share-based compensation awards which was offset by share-based compensation expense of \$12.0 million related to the modification of certain stock options that were retained as per the settlement agreement that the Company reached with the former Chief Executive Officer.
- (26) Represents a fair value adjustment to our contingent consideration liabilities that is reflected in other expense in the consolidated statements of income.