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

As of July 31, 2019

(End of Period $ in billions, unless noted)	Jul 2019	Jun 2019	May 2019	Apr 2019	Mar 2019	Feb 2019	Jan 2019	Dec 2018	Nov 2018	Oct 2018	Sep 2018	Aug 2018	Jul 2018
Assets Served													
Advisory Assets(1)	332.1	327.3	311.3	320.5	311.9	306.4	298.5	282.0	297.0	291.7	306.1	304.4	298.5
Brokerage Assets(2)	381.3	378.7	366.0	378.8	372.1	369.2	362.3	346.0	362.7	357.5	374.9	374.4	370.4
Total Brokerage and Advisory Assets	**713.4**	**706.0**	**677.3**	**699.3**	**684.0**	**675.6**	**660.8**	**628.1**	**659.7**	**649.3**	**681.0**	**678.7**	**668.9**
Net New Assets													
Net New Advisory Assets(3)	2.9	2.4	2.5	1.6	2.2	1.5	0.9	0.9	2.0	2.1	2.2	1.5	1.5
Net New Brokerage Assets(4)	(0.2)	(0.5)	(1.1)	(1.0)	0.1	(0.6)	(0.2)	(0.1)	0.9	0.1	0.5	(0.2)	(1.1)
Total Net New Assets	**2.7**	**1.9**	**1.4**	**0.7**	**2.3**	**0.9**	**0.7**	**0.8**	**2.9**	**2.2**	**2.7**	**1.3**	**0.4**
Net Brokerage to Advisory Conversions(5)	0.6	0.4	0.8	0.6	0.5	0.5	0.3	0.3	0.5	0.6	0.5	0.6	0.5
Client Cash Balances													
Insured Cash Account Balances	21.3	21.3	20.9	20.7	21.7	21.8	22.9	24.8	21.8	21.4	21.0	21.1	21.4
Deposit Cash Account Balances	4.2	4.3	4.2	4.1	4.3	4.3	4.5	5.1	4.3	4.2	3.9	3.9	3.8
Total Insured Sweep Balances	**25.5**	**25.5**	**25.1**	**24.8**	**26.0**	**26.1**	**27.4**	**29.9**	**26.1**	**25.6**	**24.9**	**25.0**	**25.2**
Money Market Sweep Balances	3.0	3.5	4.0	4.4	4.8	4.7	4.8	4.9	3.9	3.5	3.3	3.1	2.9
Purchased Money Market Funds	1.3	1.0	0.8	0.4	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a
Total Money Market Balances	**4.3**	**4.5**	**4.7**	**4.8**	**4.8**	**4.7**	**4.8**	**4.9**	**3.9**	**3.5**	**3.3**	**3.1**	**2.9**
Total Client Cash Balances	**29.9**	**30.1**	**29.8**	**29.6**	**30.7**	**30.8**	**32.2**	**34.9**	**29.9**	**29.1**	**28.2**	**28.1**	**28.2**
Net Buy (Sell) Activity(6)	3.3	2.8	3.4	3.5	3.6	4.4	5.0	(1.7)	1.8	2.1	2.8	3.4	3.0
Market Indices													
S&P 500 (end of period)	2,980	2,942	2,752	2,946	2,834	2,784	2,704	2,507	2,760	2,712	2,914	2,902	2,816
Fed Funds Effective Rate (average bps)	240	238	239	242	240	240	240	227	220	219	195	191	191

(1) Consists of total advisory assets under custody at the Company's broker-dealer subsidiary, LPL Financial LLC ("LPL Financial").
(2) Consists of brokerage assets serviced by advisors licensed with LPL Financial.
(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 custotied with LPL Financial. Reported activity does not include any other cash activity, such as deposites, withdrawals, dividends received or fees paid.