

LPL Financial Holdings Inc. - Historical Monthly Activity Through October 2023

As of October 31, 2023

(End of period \$ in billions, unless noted)	Oct 2023	Sep 2023	Aug 2023	Jul 2023	Jun 2023	May 2023	Apr 2023	Mar 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022
<b>Assets<sup>(1)</sup></b>													
Advisory assets	653.6	662.7	680.8	684.4	661.6	629.8	628.2	620.9	606.1	615.2	583.1	599.0	569.3
Brokerage assets	565.8	575.7	590.5	594.0	578.6	560.2	559.5	554.3	541.7	549.7	527.7	536.9	517.3
<b>Total Advisory and Brokerage Assets</b>	<b>1,219.4</b>	<b>1,238.4</b>	<b>1,271.3</b>	<b>1,278.4</b>	<b>1,240.2</b>	<b>1,190.0</b>	<b>1,187.7</b>	<b>1,175.2</b>	<b>1,147.8</b>	<b>1,164.9</b>	<b>1,110.8</b>	<b>1,135.9</b>	<b>1,086.6</b>
<b>Total Net New Assets<sup>(2)(3)</sup></b>													
Net new advisory assets	5.7	6.7	8.3	7.7	7.7	7.0	3.4	6.3	4.3	4.0	7.4	3.6	1.6
Net new brokerage assets	1.5	2.4	4.7	3.4	1.5	1.2	1.0	4.3	1.0	4.6	4.2	2.0	2.4
<b>Total Net New Assets</b>	<b>7.2</b>	<b>9.1</b>	<b>13.1</b>	<b>11.0</b>	<b>9.2</b>	<b>8.1</b>	<b>4.4</b>	<b>10.6</b>	<b>5.2</b>	<b>8.6</b>	<b>11.7</b>	<b>5.6</b>	<b>4.0</b>
<b>Total Organic Net New Assets<sup>(4)</sup></b>													
Net new organic advisory assets	5.7	6.7	8.3	7.7	7.7	7.0	3.4	6.3	4.3	3.1	7.4	3.6	1.6
Net new organic brokerage assets	1.5	2.4	4.7	3.4	1.5	1.2	1.0	3.9	1.0	2.2	4.2	2.0	2.4
<b>Total Organic Net New Assets</b>	<b>7.2</b>	<b>9.1</b>	<b>13.1</b>	<b>11.0</b>	<b>9.2</b>	<b>8.1</b>	<b>4.4</b>	<b>10.1</b>	<b>5.2</b>	<b>5.4</b>	<b>11.7</b>	<b>5.6</b>	<b>4.0</b>
Net brokerage to advisory conversions <sup>(5)</sup>	0.8	0.8	0.9	0.9	0.8	0.7	0.6	0.7	0.8	0.6	0.5	0.7	0.3
<b>Client Cash Balances</b>													
Insured cash account sweep	33.5	33.6	34.7	35.1	36.0	36.5	37.0	39.7	40.7	43.5	46.8	45.4	46.9
Deposit cash account sweep	9.0	9.1	9.1	9.1	9.5	9.7	9.5	10.2	10.3	10.8	11.5	11.5	12.2
<b>Total Bank Sweep</b>	<b>42.5</b>	<b>42.7</b>	<b>43.8</b>	<b>44.3</b>	<b>45.5</b>	<b>46.2</b>	<b>46.5</b>	<b>49.9</b>	<b>51.0</b>	<b>54.3</b>	<b>58.4</b>	<b>56.8</b>	<b>59.1</b>
Money market sweep	2.4	2.6	2.5	2.4	2.3	2.5	2.5	2.6	2.8	2.9	3.0	3.0	3.1
<b>Total Client Cash Sweep Held by Third Parties</b>	<b>44.9</b>	<b>45.3</b>	<b>46.3</b>	<b>46.6</b>	<b>47.9</b>	<b>48.7</b>	<b>49.0</b>	<b>52.5</b>	<b>53.8</b>	<b>57.2</b>	<b>61.4</b>	<b>59.8</b>	<b>62.2</b>
Client cash account	2.1	2.0	1.8	2.2	2.1	2.0	1.9	2.1	2.4	2.5	2.7	2.7	3.0
<b>Total Client Cash Balances</b>	<b>46.9</b>	<b>47.3</b>	<b>48.2</b>	<b>48.8</b>	<b>50.0</b>	<b>50.6</b>	<b>50.9</b>	<b>54.6</b>	<b>56.2</b>	<b>59.7</b>	<b>64.1</b>	<b>62.5</b>	<b>65.2</b>
Net buy (sell) activity <sup>(6)</sup>	10.7	11.3	12.7	11.6	11.7	9.5	11.1	13.4	12.4	11.1	7.9	9.4	7.7
<b>Market Drivers</b>													
S&P 500 Index (end of period)	4,194	4,288	4,508	4,589	4,450	4,180	4,169	4,109	3,970	4,077	3,840	4,080	3,872
Russell 2000 Index (end of period)	1,662	1,785	1,900	2,003	1,889	1,750	1,769	1,802	1,897	1,932	1,761	1,887	1,847
Fed Funds daily effective rate (average bps)	533	533	533	512	508	505	483	465	457	433	409	377	308

Note: Totals may not foot due to rounding.

(1) Consists of total advisory and brokerage assets under custody at the Company's broker-dealer subsidiary, LPL Financial LLC ("LPL Financial").

(2) 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.

(3) Total net new assets includes acquired net new assets for the periods presented below:

<b>Acquired Net New Assets</b>	Oct 2023	Sep 2023	Aug 2023	Jul 2023	Jun 2023	May 2023	Apr 2023	Mar 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022
Net new acquired advisory assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9	0.0	0.0	0.0
Net new acquired brokerage assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.4	0.0	0.0	0.0
<b>Total Acquired Net New Assets</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>3.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>

(4) Total organic net new assets includes organic net new assets from enterprises for the periods presented below:

<b>Organic Net New Assets from Enterprises</b>	Oct 2023	Sep 2023	Aug 2023	Jul 2023	Jun 2023	May 2023	Apr 2023	Mar 2023	Feb 2023	Jan 2023	Dec 2022	Nov 2022	Oct 2022
Net new organic advisory assets	0.0	0.0	0.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net new organic brokerage assets	0.3	1.3	4.2	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4
<b>Total Organic Net New Assets from Enterprises</b>	<b>0.3</b>	<b>1.3</b>	<b>4.9</b>	<b>4.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.4</b>

(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.