

LPL Financial Holdings Inc. - Historical Monthly Activity Through January 2024

As of January 31, 2024

(End of period \$ in billions, unless noted)	Jan 2024	Dec 2023	Nov 2023	Oct 2023	Sep 2023	Aug 2023	Jul 2023	Jun 2023	May 2023	Apr 2023	Mar 2023	Feb 2023	Jan 2023
Assets⁽¹⁾													
Advisory assets	740.7	735.8	702.3	653.6	662.7	680.8	684.4	661.6	629.8	628.2	620.9	606.1	615.2
Brokerage assets	621.1	618.2	598.2	565.8	575.7	590.5	594.0	578.6	560.2	559.5	554.3	541.7	549.7
Total Advisory and Brokerage Assets	1,361.8	1,354.1	1,300.4	1,219.4	1,238.4	1,271.3	1,278.4	1,240.2	1,190.0	1,187.7	1,175.2	1,147.8	1,164.9
Total Net New Assets⁽²⁾⁽³⁾													
Net new advisory assets	2.4	8.1	6.7	5.7	6.7	8.3	7.7	7.7	7.0	3.4	6.3	4.3	4.0
Net new brokerage assets	(0.4)	1.1	1.7	1.5	2.4	4.7	3.4	1.5	1.2	1.0	4.3	1.0	4.6
Total Net New Assets	2.0	9.2	8.4	7.2	9.1	13.1	11.0	9.2	8.1	4.4	10.6	5.2	8.6
Total Organic Net New Assets⁽⁴⁾													
Net new organic advisory assets	2.4	8.1	6.7	5.7	6.7	8.3	7.7	7.7	7.0	3.4	6.3	4.3	3.1
Net new organic brokerage assets	(0.4)	1.1	1.7	1.5	2.4	4.7	3.4	1.5	1.2	1.0	3.9	1.0	2.2
Total Organic Net New Assets	2.0	9.2	8.4	7.2	9.1	13.1	11.0	9.2	8.1	4.4	10.1	5.2	5.4
Net brokerage to advisory conversions ⁽⁵⁾	1.0	1.0	0.9	0.8	0.8	0.9	0.9	0.8	0.7	0.6	0.7	0.8	0.6
Client Cash Balances													
Insured cash account sweep	33.7	34.5	33.8	33.5	33.6	34.7	35.1	36.0	36.5	37.0	39.7	40.7	43.5
Deposit cash account sweep	8.9	9.3	8.9	9.0	9.1	9.1	9.1	9.5	9.7	9.5	10.2	10.3	10.8
Total Bank Sweep	42.6	43.8	42.7	42.5	42.7	43.8	44.3	45.5	46.2	46.5	49.9	51.0	54.3
Money market sweep	2.4	2.4	2.4	2.4	2.6	2.5	2.4	2.3	2.5	2.5	2.6	2.8	2.9
Total Client Cash Sweep Held by Third Parties	45.0	46.2	45.2	44.9	45.3	46.3	46.6	47.9	48.7	49.0	52.5	53.8	57.2
Client cash account	2.3	2.3	2.1	2.1	2.0	1.8	2.2	2.1	2.0	1.9	2.1	2.4	2.5
Total Client Cash Balances	47.3	48.5	47.3	46.9	47.3	48.2	48.8	50.0	50.6	50.9	54.6	56.2	59.7
Net buy (sell) activity ⁽⁶⁾	12.0	10.8	11.3	10.7	11.3	12.7	11.6	11.7	9.5	11.1	13.4	12.4	11.1
Market Drivers													
S&P 500 Index (end of period)	4,846	4,770	4,568	4,194	4,288	4,508	4,589	4,450	4,180	4,169	4,109	3,970	4,077
Russell 2000 Index (end of period)	1,947	2,027	1,809	1,662	1,785	1,900	2,003	1,889	1,750	1,769	1,802	1,897	1,932
Fed Funds daily effective rate (average bps)	533	533	533	533	533	533	512	508	505	483	465	457	433

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:

Acquired Net New Assets	Jan 2024	Dec 2023	Nov 2023	Oct 2023	Sep 2023	Aug 2023	Jul 2023	Jun 2023	May 2023	Apr 2023	Mar 2023	Feb 2023	Jan 2023
Net new acquired advisory assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9
Net new acquired brokerage assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.4
Total Acquired Net New Assets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	3.2

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

Organic Net New Assets from Enterprises	Jan 2024	Dec 2023	Nov 2023	Oct 2023	Sep 2023	Aug 2023	Jul 2023	Jun 2023	May 2023	Apr 2023	Mar 2023	Feb 2023	Jan 2023
Net new organic advisory assets	0.0	0.0	0.0	0.0	0.0	0.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0
Net new organic brokerage assets	0.0	0.0	0.0	0.3	1.3	4.2	2.9	0.0	0.0	0.0	0.0	0.0	0.0
Total Organic Net New Assets from Enterprises	0.0	0.0	0.0	0.3	1.3	4.9	4.6	0.0	0.0	0.0	0.0	0.0	0.0

(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.