

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

As of July 31, 2024

(End of period \$ in billions, unless noted)	Jul 2024	Jun 2024	May 2024	Apr 2024	Mar 2024	Feb 2024	Jan 2024	Dec 2023	Nov 2023	Oct 2023	Sep 2023	Aug 2023	Jul 2023
Assets⁽¹⁾													
Advisory assets	850.6	829.1	809.4	775.5	793.0	768.4	740.7	735.8	702.3	653.6	662.7	680.8	684.4
Brokerage assets	678.7	668.7	655.0	637.5	647.9	634.9	621.1	618.2	598.2	565.8	575.7	590.5	594.0
Total Advisory and Brokerage Assets	1,529.3	1,497.8	1,464.4	1,413.0	1,440.9	1,403.3	1,361.8	1,354.1	1,300.4	1,219.4	1,238.4	1,271.3	1,278.4
Total Net New Assets⁽²⁾⁽³⁾⁽⁴⁾													
Net new advisory assets ⁽⁵⁾	6.8	9.2	9.9	7.6	7.5	6.4	2.4	8.1	6.7	5.7	6.7	8.3	7.7
Net new brokerage assets	2.2	1.6	1.3	4.3	0.4	0.4	(0.4)	1.1	1.7	1.5	2.4	4.7	3.4
Total Net New Assets	9.0	10.8	11.2	12.0	7.9	6.8	2.0	9.2	8.4	7.2	9.1	13.1	11.0
Total Organic Net New Assets⁽⁶⁾													
Net new organic advisory assets	6.8	9.2	9.9	7.4	7.5	6.4	2.4	8.1	6.7	5.7	6.7	8.3	7.7
Net new organic brokerage assets	2.2	1.6	1.3	(0.4)	0.4	0.4	(0.4)	1.1	1.7	1.5	2.4	4.7	3.4
Total Organic Net New Assets	9.0	10.8	11.2	7.0	7.9	6.8	2.0	9.2	8.4	7.2	9.1	13.1	11.0
Net brokerage to advisory conversions ⁽⁷⁾	1.0	1.2	1.2	1.2	1.3	1.3	1.0	1.0	0.9	0.8	0.8	0.9	0.9
Client Cash Balances													
Insured cash account sweep	31.1	31.0	31.8	32.5	32.6	33.2	33.7	34.5	33.8	33.5	33.6	34.7	35.1
Deposit cash account sweep	9.1	9.2	9.0	9.1	9.2	9.0	8.9	9.3	8.9	9.0	9.1	9.1	9.1
Total Bank Sweep	40.2	40.2	40.8	41.6	41.8	42.2	42.6	43.8	42.7	42.5	42.7	43.8	44.3
Money market sweep	2.3	2.3	2.3	2.3	2.4	2.3	2.4	2.4	2.4	2.4	2.6	2.5	2.4
Total Client Cash Sweep Held by Third Parties	42.5	42.5	43.1	43.8	44.2	44.5	45.0	46.2	45.2	44.9	45.3	46.3	46.6
Client cash account ⁽⁸⁾	1.5	1.5	1.3	1.9	2.1	1.5	1.9	2.0	1.5	1.7	1.5	1.3	1.6
Total Client Cash Balances	44.0	44.0	44.5	45.7	46.3	46.0	46.9	48.2	46.6	46.6	46.9	47.7	48.3
Net buy (sell) activity ⁽⁹⁾	12.9	12.1	15.0	12.3	12.9	13.0	12.0	10.8	11.3	10.7	11.3	12.7	11.6
Market Drivers													
S&P 500 Index (end of period)	5,522	5,460	5,278	5,036	5,254	5,096	4,846	4,770	4,568	4,194	4,288	4,508	4,589
Russell 2000 Index (end of period)	2,254	2,048	2,070	1,974	2,125	2,055	1,947	2,027	1,809	1,662	1,785	1,900	2,003
Fed Funds daily effective rate (average bps)	533	533	533	533	533	533	533	533	533	533	533	533	512

(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	Jul 2024	Jun 2024	May 2024	Apr 2024	Mar 2024	Feb 2024	Jan 2024	Dec 2023	Nov 2023	Oct 2023	Sep 2023	Aug 2023	Jul 2023
Net new acquired advisory assets	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Net new acquired brokerage assets	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Acquired Net New Assets	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

(4) Total net new assets include \$0.6B of assets that off-boarded in July 2024 as part of the previously disclosed planned separation from misaligned large OSJs.

(5) Net new advisory assets include \$0.5B of assets that off-boarded in July 2024 as part of the previously disclosed planned separation from misaligned large OSJs.

(6) Total organic net new assets includes organic net new assets from institutions for the periods presented below:

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

(7) Consists of existing custodied assets that converted from brokerage to advisory, less existing custodied assets that converted from advisory to brokerage.

(8) During the first quarter of 2024, the Company updated its definition of client cash account balances to exclude other client payables. Prior period disclosures have been updated to reflect this change as applicable.

(9) Represents the amount of securities purchased less the amount of securities sold in client accounts custodied with LPL Financial.

Note: Totals may not foot due to rounding.