Citi Financial Services Conference

March 9, 2011

Mark Casady, Chairman and CEO

LPL Financial

Safe Harbor Statement

Certain statements made in this presentation should be considered forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. These include statements about the Company's future results of operations. We caution investors that these forward-looking statements are not guarantees of future performance, and actual results may differ materially. Investors should consider the important risks and uncertainties that may cause actual results to differ, including those discussed in the Company's fourth quarter 2010 press release, our Quarterly Reports on Form 10-Q, our 2009 Annual Report on Form 10-K and other filings we make with the Securities and Exchange Commission. We assume no obligation to update this presentation, which speaks as of today's date.

The company uses a number of non-GAAP financial measures that management believes are useful to investors because they illustrate the performance of the company's normal, ongoing operations which is important in understanding and evaluating the company's financial condition and results of operations. While such measures are also consistent with measures utilized by investors to evaluate performance, they are not a substitute for U.S. GAAP financial measures. Therefore, in the back of the handouts, the company has provided reconciliations of the non-GAAP financial measures to the most directly comparable U.S. GAAP financial measure.

Overview of LPL Financial

- Leading provider of integrated technology and services, serving 16,000 independent financial advisors
- #1 independent broker-dealer for 14 years
- #1 provider of insurance and investment services to banks and credit unions
- Unbiased, conflict free business model is unique among leading financial services firms and is a significant competitive advantage
- Offer the only integrated platform for both fee and commission based advisors with their own RIA
- Attractive financial model – 60% recurring revenues
- More than 20 years of revenue and earnings growth

Targeting 20%+ long-term Adjusted EPS growth

Serve Three Primary Customer Groups

- LPL Financial supports over 16,000 financial advisors that serve the mass affluent, high net worth retail investors and 401(K) retirement plans. We tailor our programs and services to the diverse needs of our customers, enabling them to remain focused on helping their clients meet their financial goals.

LPL Financial

LPL Financial
Institution Services

~2,400 advisors at 700 Banks and Credit Unions

LPL Financial
Custom Clearing Services

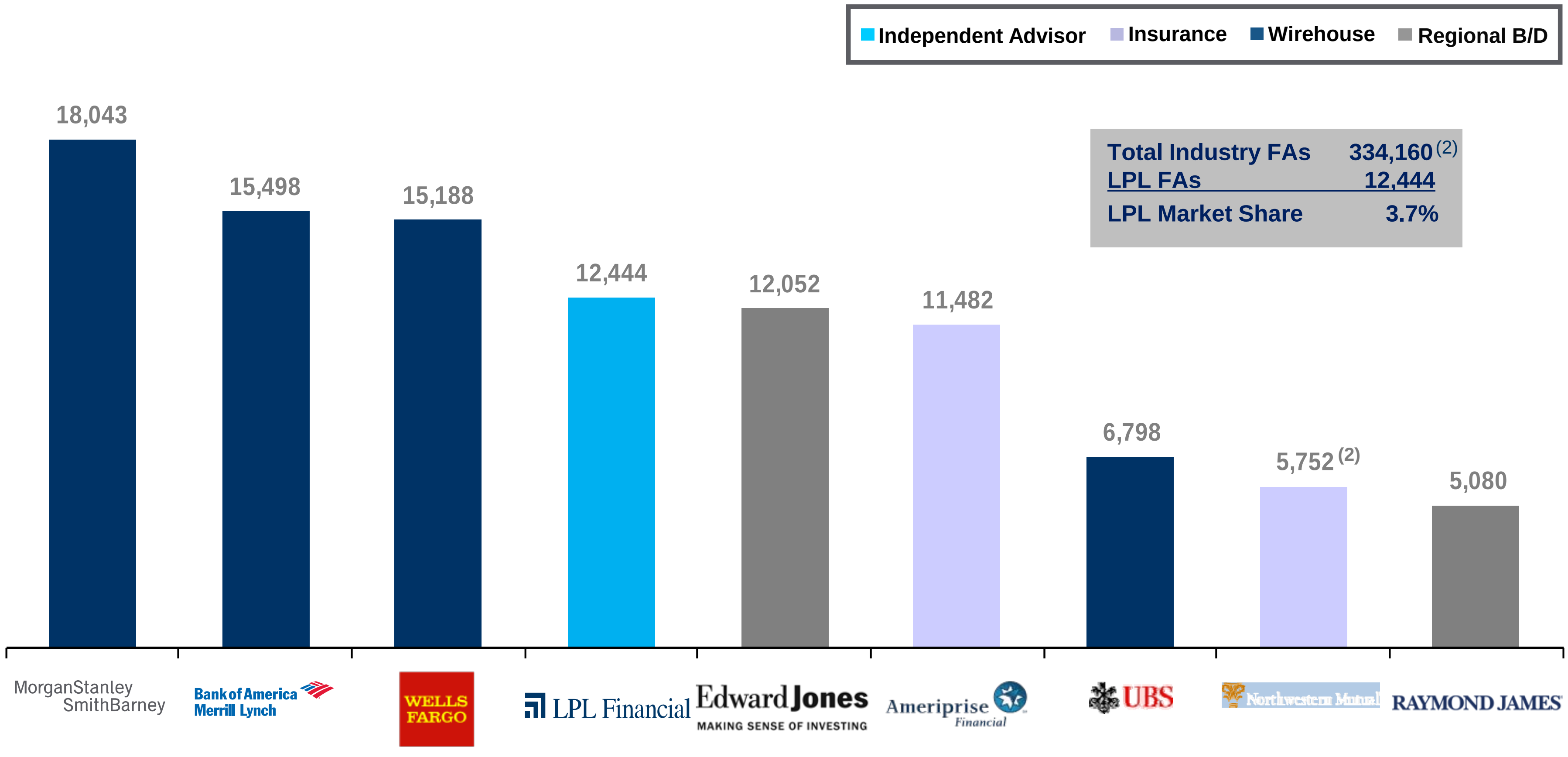
~4,000 Advisors Licensed with Insurance Companies

LPL Financial
Independent Advisor Services

~10,000 Independent Financial Advisors Including 114 RIA Firms

Established Leader with Scale

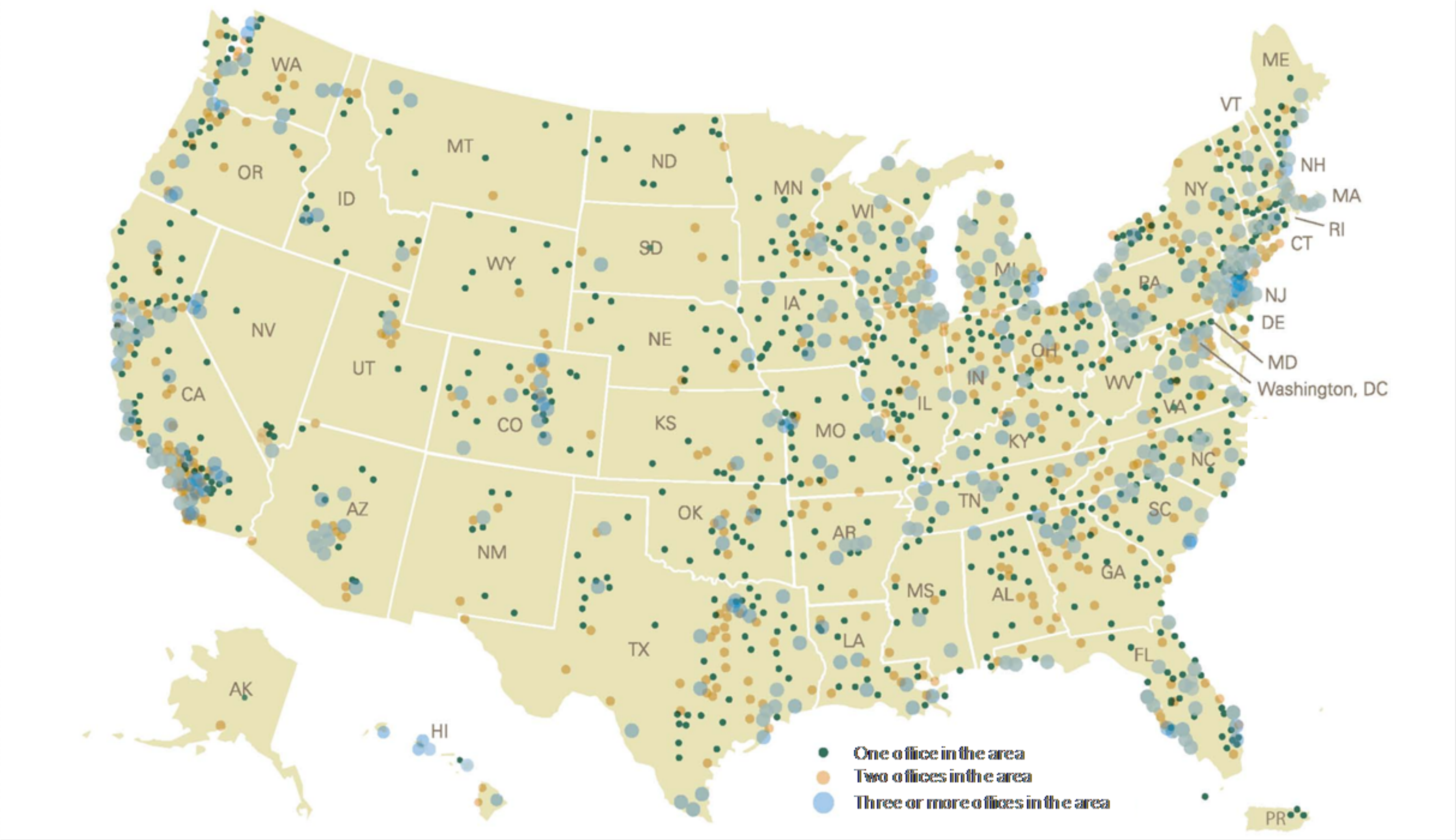
Broker Dealers by Number of Financial Advisors(1)



Total Industry FAs	334,160 (2)
LPL FAs	12,444
LPL Market Share	3.7%

(1) Source: Company Financials; based on most recently available figures as of 12/31/10
(2) Source: Cerulli Associates and Company Financials; based on most recently available figures as of 12/31/2009

National Footprint of Affiliated Advisors Serving Four Million Accounts



Business Model is Unbiased and Conflict Free

Proprietary Products

Investment Banking

Market Making

Direct to the Consumer

…distribution strength in:

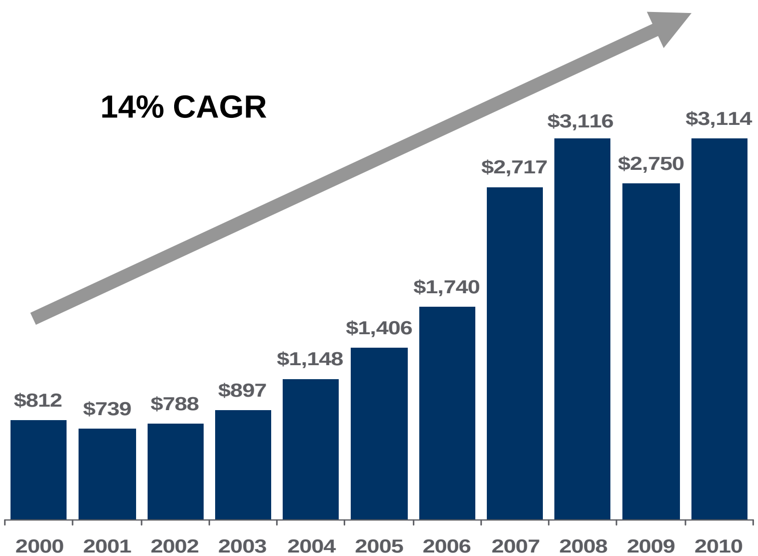
- Fixed Annuity sales ~ $4 billion
- Variable Annuity sales > $8 billion
- Brokerage Mutual Fund sales > $9 billion
- Advisory sales of new assets > $27 billion

…from over 400 manufacturers with over 8,500 products

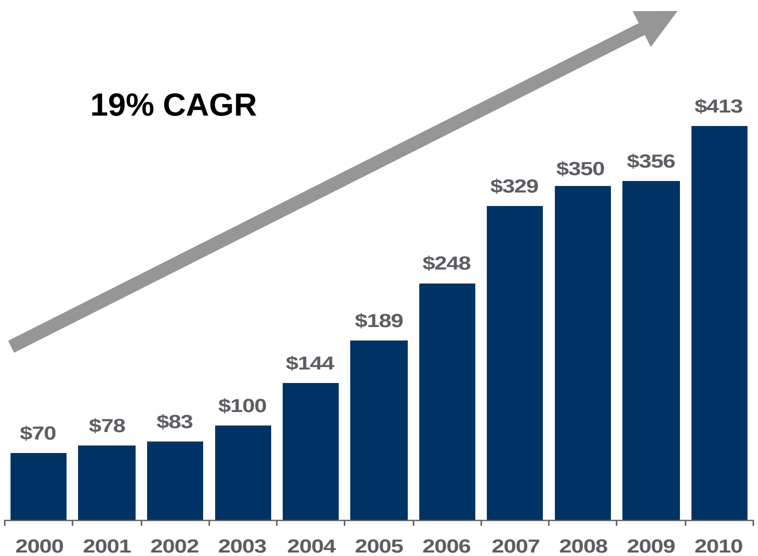
Compelling Track Record of Growth

- Revenue fueled from diverse sources with embedded growth - substantial portion is recurring and predictable
- Expenses are primarily variable - core G&A can be actively managed
- Strong cash flow generation supports financial flexibility

Net Revenue, $ in millions



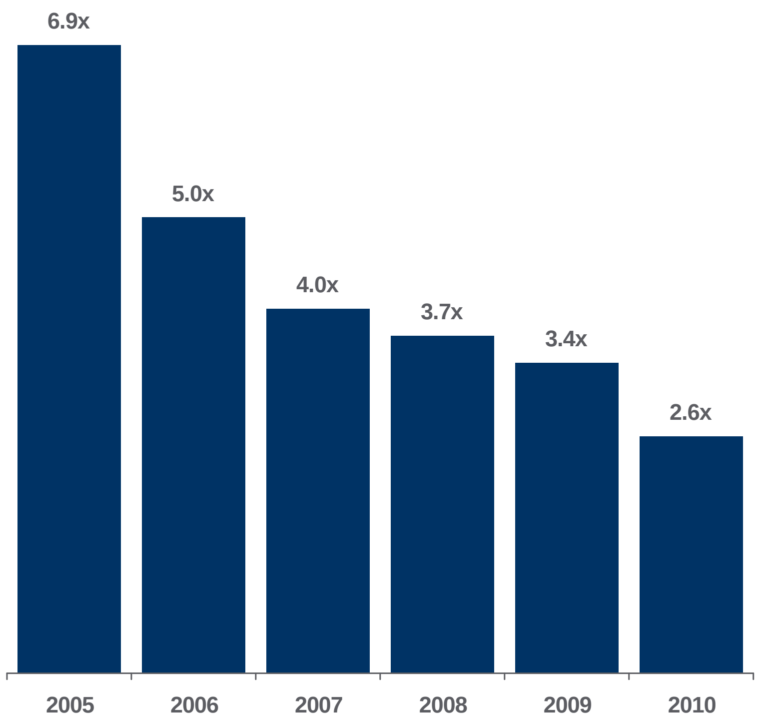
Adjusted EBITDA, $ in millions



Limited Balance Sheet Risk

- Rapidly de-leveraging profile
- Minimal required capital
- Not ratings sensitive
- Limited-to-no asset / credit risk
  - No credit-sensitive assets

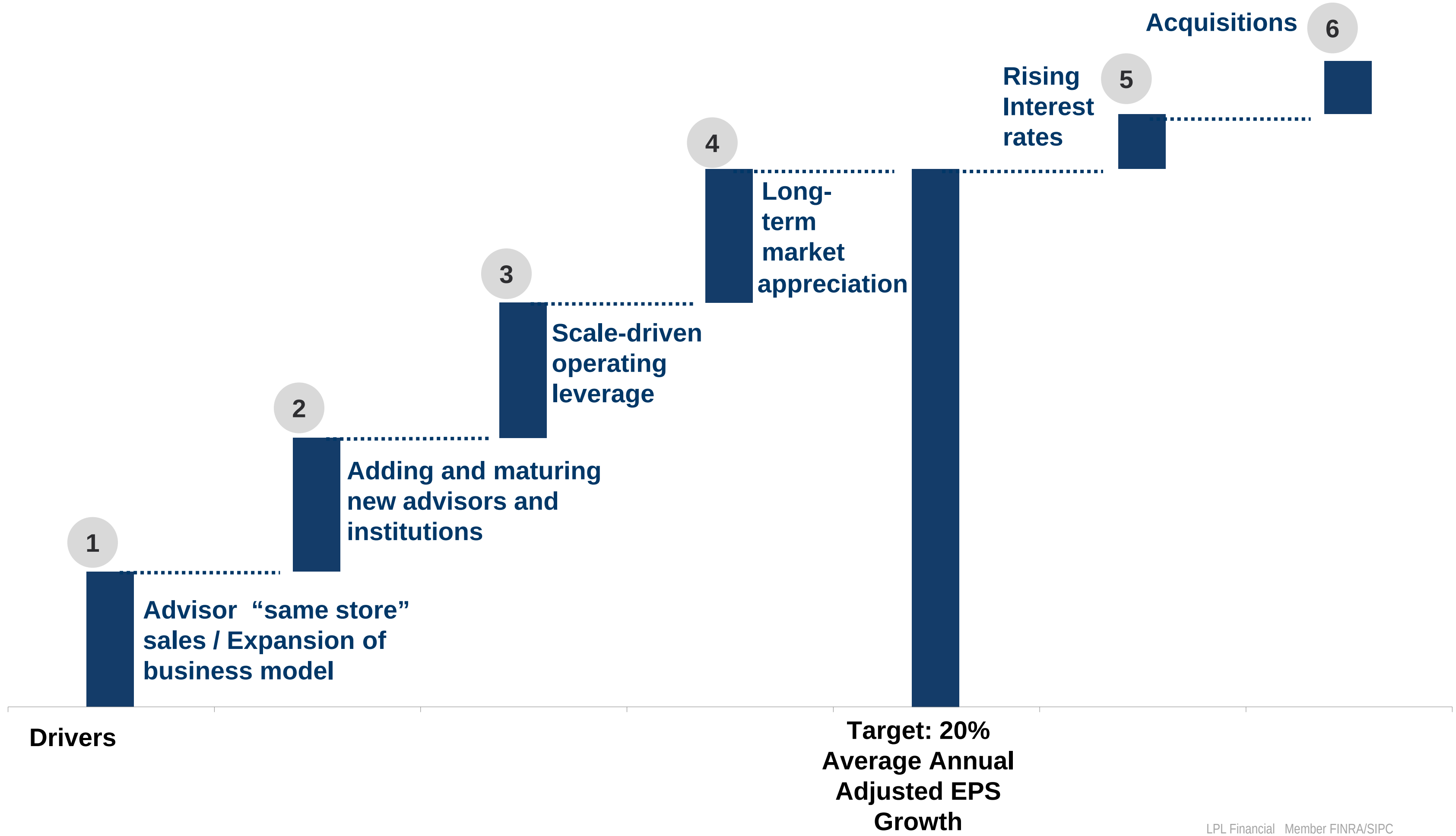
De-Leveraging Profile, Net Debt / Adj. EBITDA*



** As of December 31*

Multiple Drivers of Growth for Adjusted EPS

Drivers of Earnings Growth



1

Growth from Existing Advisor Base and Expansion of Business Model

Significant contributors to growth generated from multiple sources

Growth from Existing Advisor Base

- Existing advisors' same store sales growth
- Mix shift toward higher percentage of advisory business

Growth from Expansion of Business Model

- Expansion of service and support to monetize more of advisor's activities
- Continued development of Institution Services and Custom Clearing Services businesses
- Extension of capabilities into new services or markets

Unmatched Ability to Recruit Across Broad Array of Channels, Business Models and Practice Sizes

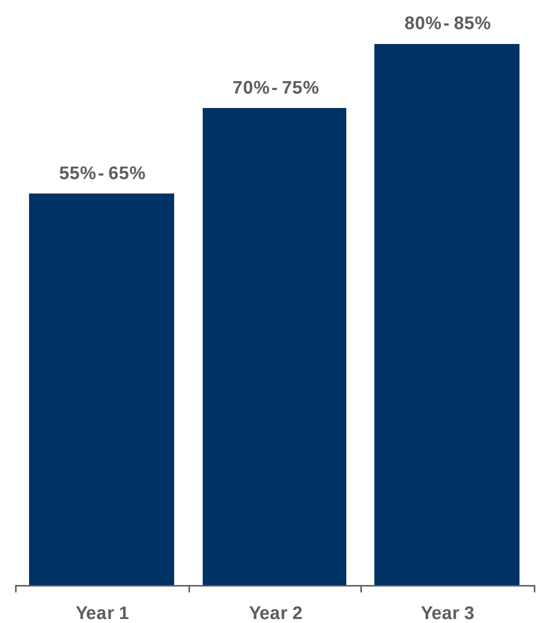
2

- Over the last decade, 80% of advisor growth has been organic
- Value proposition: Superior economics; breadth of products, capabilities and services
- ***On average***, target 400 net new advisors per year

Sources of Advisors

Wirehouses	Insurance B/Ds
Regional B/Ds	Banks
Independents	RIAs

Illustrative New Advisor Ramp Profile, % of TTM Revenue at Time of Joining LPL[(1)]



*(1) For illustrative purposes only. Ramp profile will vary by type of advisor (independent vs. RIA vs. institution)
Ramping represents an individual advisor over successive twelve month periods; due to continual business development an annual advisor class ramps 30 – 35% in the first calendar year*

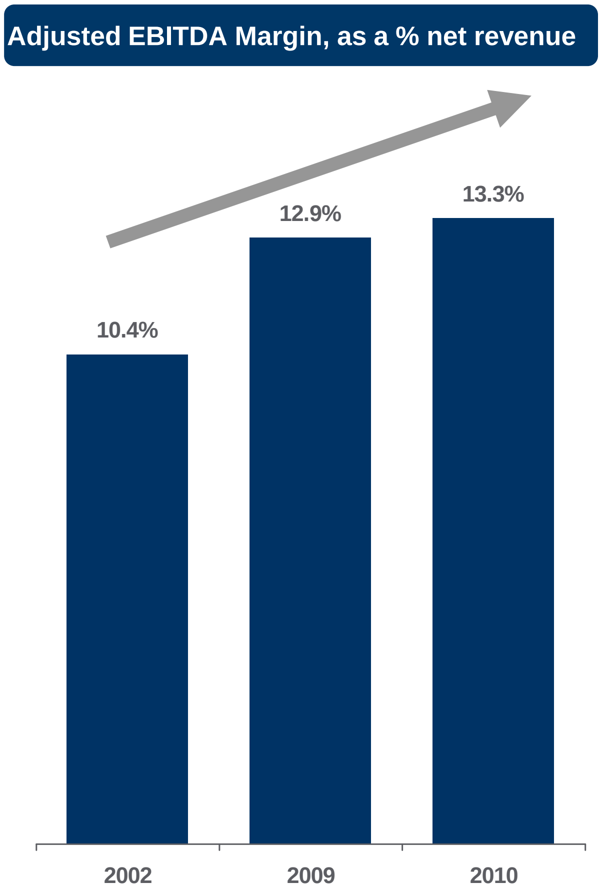
Profit growth from Operating Leverage & Market Appreciation

3 Operating Leverage

- Substantial investments already made in our highly scalable Internet server-based technology
- Annual process improvement initiatives targeted to drive down costs
- Disciplined approach to G&A expense management

4 Long-Term Market Appreciation

- Diversified portfolio of client assets
- Long-term market returns of ~5%
  - Equities
  - Fixed income

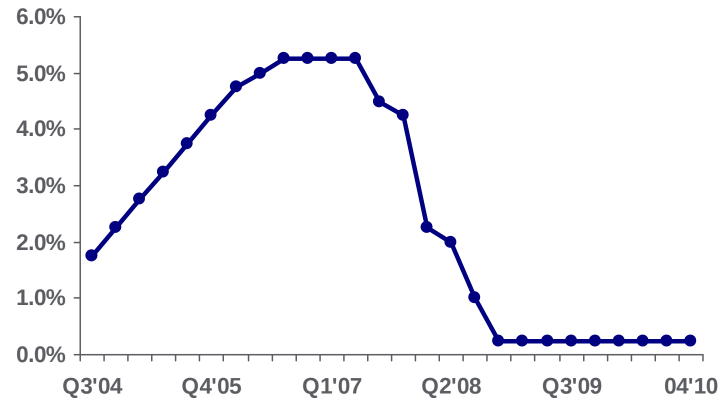


Upside from Rising Interest Rates and Acquisitions

5 Rising Interest Rates

- LPL will benefit from rising interest rates on insured cash account deposits of ~$12 billion
- For every 25 bps increase in the Fed Funds rate up to 125 bps, LPL will generate $15 million in incremental pretax profits
- For every 25 bps increase in the Fed Funds rate from 125 bps up to 275 bps, LPL will generate $8 million in incremental pretax profits

Historical Fed Funds Rate (*)



** Source: Bloomberg*

6 Acquisitions

- Transactions have been successful, fully integrated, and executed on attractive financial terms
- Highly disciplined approach to evaluation of acquisition opportunities
- Industry remains fragmented

Target	Advisors	Announced
NRP National Retirement Partners – The Retirement Experts	206	2010
Independent Financial / Sun Life Financial	450	2007
Pacific Life	1,750	2007
UVEST Financial Services	800	2006
Phoenix	360	2004

LPL is often viewed as partner of choice for acquisitions

Summary

☑ Leading provider to independent financial advisors

☑ Exciting industry and macroeconomic trends

☑ Attractive financial model

☑ Track record of performance and growth

Well positioned to achieve target 20%+ long-term Adjusted EPS Growth

Appendix

Non-GAAP Financial Measures

Adjusted EBITDA is defined as EBITDA (net income plus interest expense, income tax expense, depreciation and amortization), further adjusted to exclude certain non-cash charges and other adjustments. The Company presents Adjusted EBITDA because the Company considers it a useful financial metric in assessing the Company's operating performance from period to period by excluding certain items that the Company believes are not representative of its core business, such as certain material non-cash items and other items that are outside the control of management. Adjusted 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, or as an alternative to cash flows from operating activities as a measure of profitability or liquidity.

Summary Financial Results, FY ended Dec. 31

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Net Income	$30	$38	$36	$16	$35	$43	$34	$61	$45	$48	($57)
Loss From Discontinued Operations	-	-	-	-	-	26	-	-	-	-	-
Interest Expense	-	-	-	-	-	1	125	123	116	101	90
Income Tax Expense	23	26	23	27	33	46	21	47	47	25	(32)
Depreciation and Amortization	3	4	8	12	16	18	65	79	100	108	86
EBITDA	56	68	67	55	84	135	245	309	309	282	88
EBITDA Adjustments											
Share Based Compensation Expense	-	-	-	-	-	8	3	2	4	6	10
Acquisition & Integration Related Expenses	-	-	-	-	-	34	1	16	18	3	13
Restructuring / Conversion	-	-	-	-	-	-	-	-	15	65	23
Debt Ammendment & Extinguishment Costs	-	-	-	-	-	-	-	-	-	-	39
Equity Issuance & IPO Costs	-	-	-	-	-	-	-	-	-	-	241
Other *	15	9	16	45	61	12	(2)	1	4	0	0
Adjusted EBITDA	$70	$78	$83	$100	$144	$189	$248	$329	$350	$356	$413

** Prior to 2005, EBITDA adjustments related to a loss on equity impairment, discontinued operations accounting treatment ,and certain founder related costs.*