

LPL FINANCIAL REPORTS MONTHLY ACTIVITY FOR JULY 2018

SAN DIEGO – Aug. 21, 2018 – Leading retail investment advisory firm and independent broker/dealer LPL Financial LLC, a wholly owned subsidiary of LPL Financial Holdings Inc. (NASDAQ: LPLA), today released its monthly activity report for July 2018.

Total brokerage and advisory assets served at the end of July were approximately \$669 billion⁽¹⁾, a 1.5 percent increase compared to the end of June 2018.

Total net new assets (NNA) for July were an inflow of \$0.4 billion. This inflow included \$0.7 billion of outflows from a small number of hybrid firms as discussed during the Company's Q2 2018 earnings call.

Total client cash sweep balances at the end of July were \$28.2 billion, a 1.4 percent decrease compared to June 2018.

(End of Period \$ in billions, unless noted)	July 2018	June 2018	Change M/M	July 2017	Change Y/Y
<u>Assets Served</u>					
Advisory Assets	298.5	291.5	2.4%	242.2	23.2%
Brokerage Assets	370.4	367.5	0.8%	307.5	20.5%
Total Brokerage and Advisory Assets⁽¹⁾	668.9	659.1	1.5%	549.7	21.7%
<u>Net New Assets</u>					
Net New Advisory Assets	1.5	1.3	n/m	2.5	n/m
Net New Brokerage Assets	(1.1)	(1.2)	n/m	(1.6)	n/m
Total Net New Assets	0.4	0.1	n/m	0.9	n/m
Net Brokerage to Advisory Conversions	0.5	0.5	n/m	0.7	n/m
<u>Cash Sweep Balances</u>					
Insured Cash Account Balances	21.4	21.7	(1.4)%	21.5	(0.5)%
Deposit Cash Account Balances	3.8	4.0	(5.0)%	3.6	5.6%
Money Market Account Cash Balances	2.9	2.9	0.0%	2.2	31.8%
Total Cash Sweep Balances	28.2	28.6	(1.4)%	27.3	3.3%
<u>Market Indices</u>					
S&P 500 (end of period)	2,816	2,718	3.6%	2,470	14.0%
Fed Funds Effective Rate (average bps)	191	182	4.9%	116	64.7%

For additional information regarding these and other LPL Financial business metrics, please refer to the company's [most recent earnings release](#), which is available in the [Press Releases](#) section of investor.lpl.com.

About LPL Financial

LPL Financial is a leader in the retail financial advice market and the nation's largest independent broker/dealer⁽²⁾. We serve independent financial advisors and financial institutions, providing them with the technology, research, clearing and compliance services, and practice management programs they need to create and grow thriving practices. LPL enables them to provide objective guidance to millions of American families seeking wealth management, retirement planning, financial planning and asset management solutions. LPL.com

⁽¹⁾ The July 2018 total reflects a reduction of \$2.3 billion in assets related to the acquisition of the broker-dealer network of National Planning Holdings, Inc. These assets were incorrectly attributed to the Company by a product sponsor from January 2018 until the product sponsor corrected its reporting in July 2018. Revenue reported by the product sponsor was correct and therefore there was no economic impact to the Company. Prior periods have not been restated.

⁽²⁾ Based on total revenues, *Financial Planning* magazine June 1996-2018.

Securities and Advisory Services offered through LPL Financial. A Registered Investment Advisor, Member FINRA/SIPC.