LPLA January 2021 Monthly Metrics Dashboard

Total Advisory and Brokerage Assets ($ billions)

- **Total Advisory and Brokerage Assets**: $767, $737, $670, $718, $746, $762, $792, $823, $810, $808, $873, $903, $907
- **Advisory Assets % Total**: 48.1%, 48.3%, 48.1%, 48.6%, 49.3%, 49.9%, 49.9%, 48.6%, 50.6%, 51.1%, 51.2%

Total Net New Assets ($ billions)

- **Organic NNA**: $3.5, $5.3, $5.6, $3.4, $4.2, $5.4, $2.9, $3.1, $5.1, $6.5, $7.4, $7.9
- **Acquired NNA**: $8.2, $9.1, $6.1, $7.0, $8.7, $4.6, $4.7, $7.4, $7.3, $10.8
- **Annualized organic growth rate(1)**: 18.3%, 0.4%

Client Cash Balances ($ billions)

- **Total Client Cash Balances (EOP)**: $33.5, $34.2, $47.8, $47.0, $46.2, $45.3, $45.1, $46.6, $48.3, $48.1, $48.9, $48.8
- **Client Cash % of Total Advisory and Brokerage Assets**: 4.4%, 4.6%, 7.1%, 6.5%, 6.2%, 5.9%, 5.7%, 5.5%, 6.0%, 5.5%, 5.4%, 5.4%

Net Buy (Sell) Activity ($ billions)

- **Jan 2020**: $4.5, **Feb 2020**: $3.9, **Mar 2020**: $4.1, **Apr 2020**: $3.9, **May 2020**: $4.5, **Jun 2020**: $2.9, **Jul 2020**: $3.6, **Aug 2020**: $2.9, **Sep 2020**: $2.5, **Oct 2020**: $4.2, **Nov 2020**: $5.6, **Dec 2020**: $4.5
- **Jan 2021**: $(8.2)

(1) Calculated as current period Organic Net New Assets multiplied by twelve, divided by preceding period Total Advisory and Brokerage Assets.