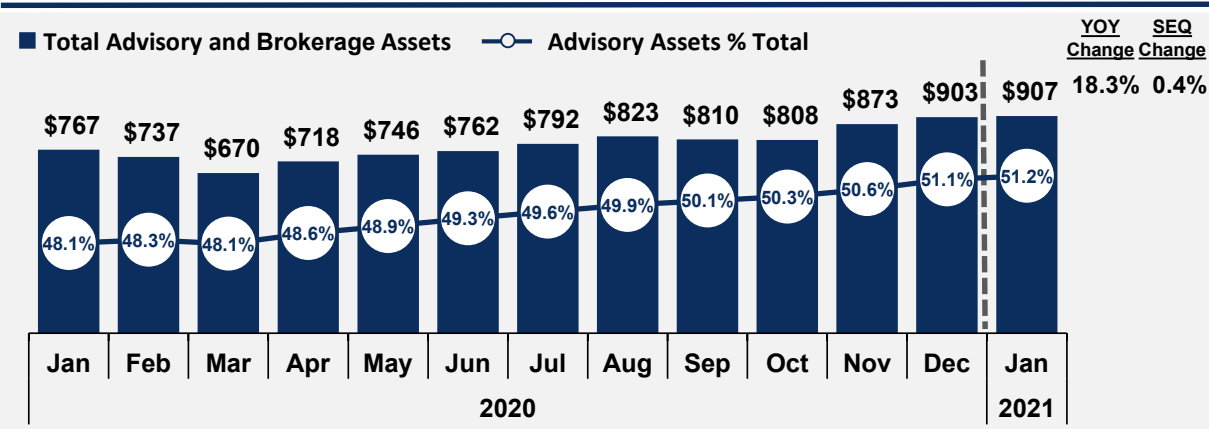


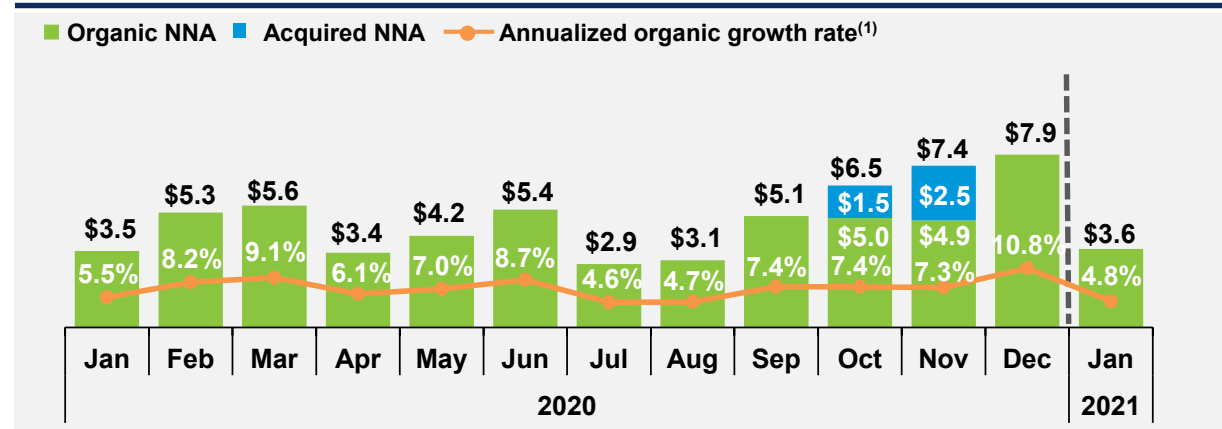
# LPLA January 2021 Monthly Metrics Dashboard

(Posted February 16, 2021)

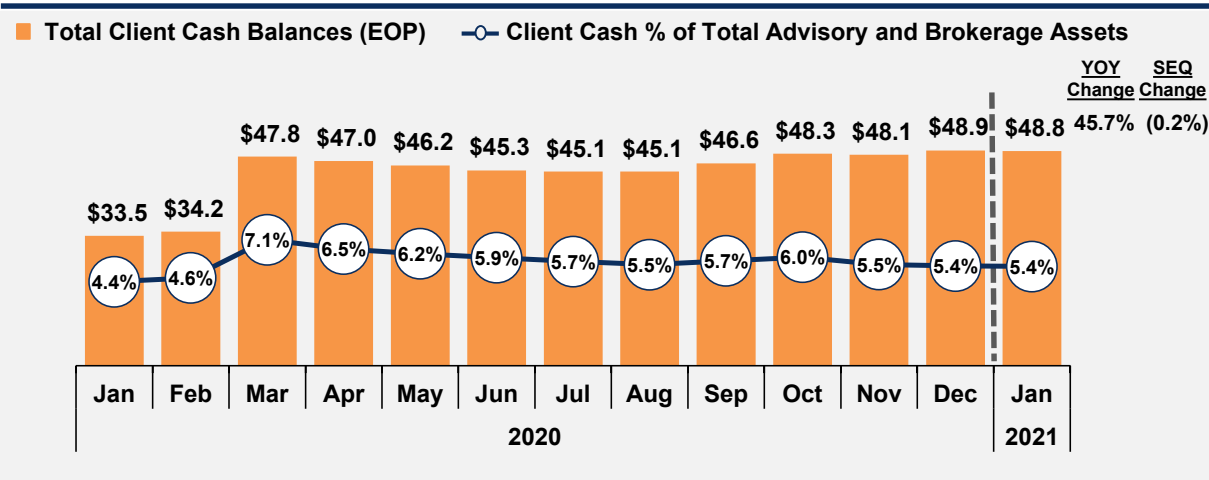
## Total Advisory and Brokerage Assets (\$ billions)



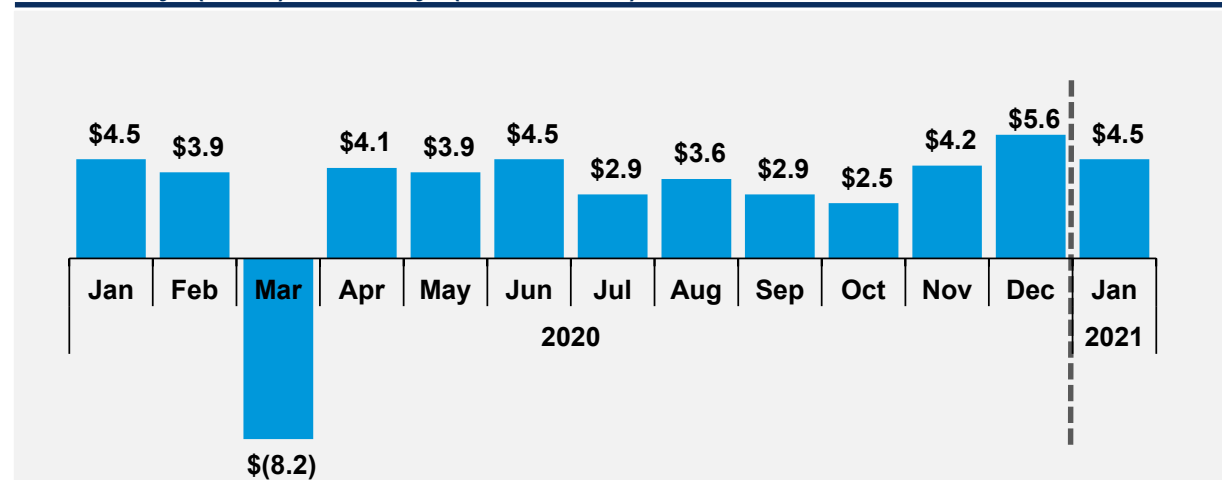
## Total Net New Assets (\$ billions)



## Client Cash Balances (\$ billions)



## Net Buy (Sell) Activity (\$ billions)



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