

LPL FINANCIAL REPORTS MONTHLY ACTIVITY FOR FEBRUARY 2019

SAN DIEGO – March 21, 2019 – 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 February 2019.

Total brokerage and advisory assets served at the end of February were approximately \$676 billion, a \$14.8 billion increase, or 2.2 percent, compared to the end of January 2019.

Total net new assets (NNA) for February were an inflow of \$0.9 billion. This included \$0.2 billion of outflows related to a large hybrid firm that is setting up its own broker/dealer and departing as discussed during the Company's Q4 2018 earnings call. Prior to these outflows, total net new assets for February were an inflow of \$1.1 billion.

Total client cash sweep balances at the end of February were \$30.8 billion, a \$1.4 billion decrease compared to January 2019. Net buying in February was \$4.4 billion which was the primary driver of the decline in cash sweep balances.

(End of Period \$ in billions, unless noted)	February 2019	January 2019	Change M/M	February 2018	Change Y/Y
<u>Assets Served</u>					
Advisory Assets	306.4	298.5	2.6%	284.3	7.8%
Brokerage Assets	369.2	362.3	1.9%	366.6	0.7%
Total Brokerage and Advisory Assets	675.6	660.8	2.2%	650.9	3.8%
<u>Net New Assets</u>					
Net New Advisory Assets	1.5	0.9	n/m	8.4	n/m
Net New Brokerage Assets	(0.6)	(0.2)	n/m	23.0	n/m
Total Net New Assets	0.9	0.7	n/m	31.4	n/m
Net Brokerage to Advisory Conversions	0.5	0.3	n/m	0.8	n/m
<u>Cash Sweep Balances</u>					
Insured Cash Account Balances	21.8	22.9	(4.8%)	22.6	(3.5%)
Deposit Cash Account Balances	4.3	4.5	(4.4%)	4.1	4.9%
Money Market Account Cash Balances	4.7	4.8	(2.1%)	3.0	56.7%
Total Cash Sweep Balances	30.8	32.2	(4.3%)	29.7	3.7%
Net Buy (Sell) Activity	4.4	5.0	n/m	2.8	n/m
<u>Market Indices</u>					
S&P 500 (end of period)	2,784	2,704	3.0%	2,714	2.6%
Fed Funds Effective Rate (average bps)	240	240	0.0%	142	69.0%

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

About LPL Financial

LPL Financial (<https://www.lpl.com>) is a leader in the retail financial advice market and the nation's largest independent broker/dealer*. 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.

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

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