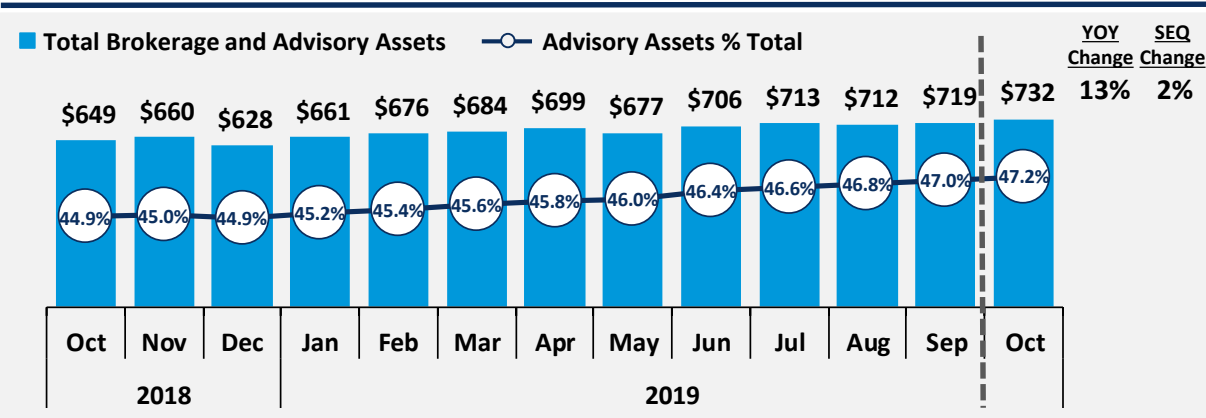


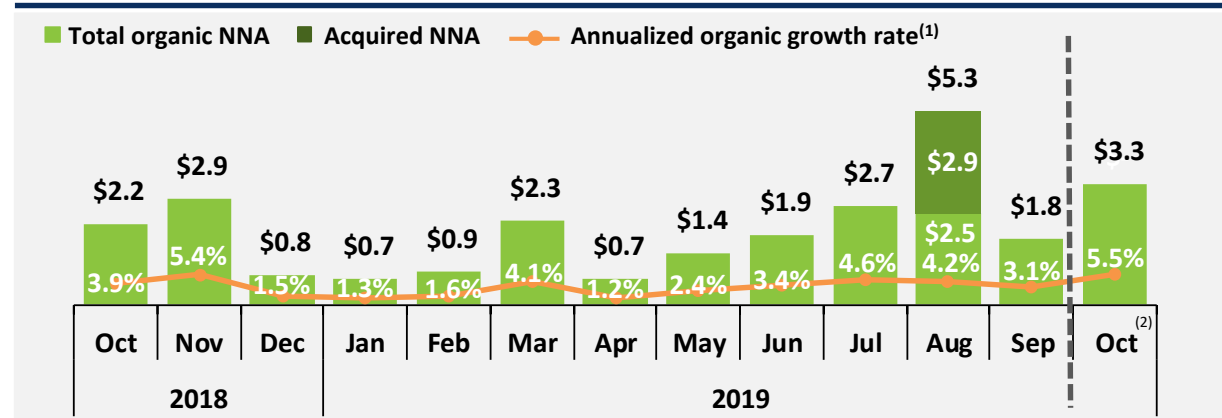
LPLA October 2019 Monthly Metrics Dashboard

(Posted November 12, 2019)

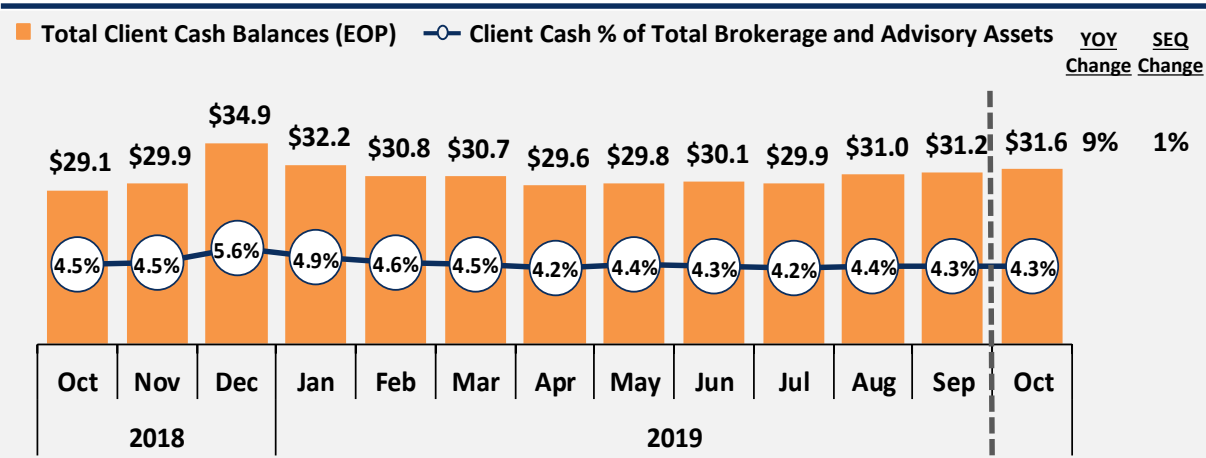
Total Brokerage and Advisory Assets (\$ billions)



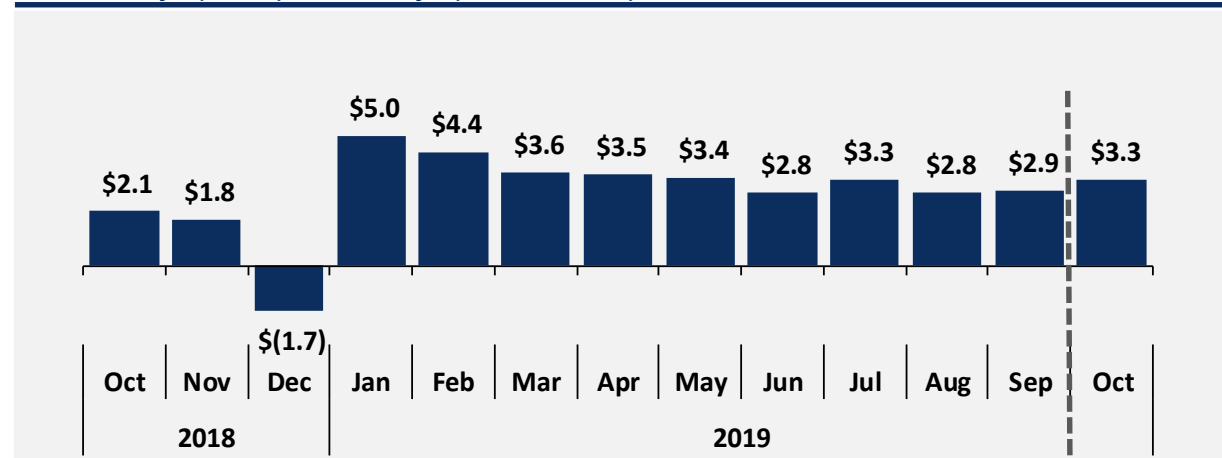
Total Net New Assets (\$ billions)



Client Cash Balances (\$ billions)



Net Buy (Sell) Activity (\$ billions)



(1) Calculated as current period total net new assets multiplied by twelve, divided by preceding period total brokerage and advisory assets

(2) This included \$0.1 billion of outflows related to a hybrid firm that formed its own broker-dealer and departed. Prior to that outflow, total NNA was \$3.4B, translating to a 5.7% annualized organic growth rate.