

As of January 31, 2025

(End of period \$ in billions, unless noted)	Jan 2025	Dec 2024	Nov 2024	Oct 2024	Sep 2024	Aug 2024	Jul 2024	Jun 2024	May 2024	Apr 2024	Mar 2024	Feb 2024	Jan 2024
<b>Assets<sup>(1)</sup></b>													
Advisory assets	992.4	957.0	973.8	910.6	892.0	869.5	850.6	829.1	809.4	775.5	793.0	768.4	740.7
Brokerage assets	819.4	783.7	785.6	762.7	700.1	690.6	678.7	668.7	655.0	637.5	647.9	634.9	621.1
<b>Total Advisory and Brokerage Assets</b>	<b>1,811.8</b>	<b>1,740.7</b>	<b>1,759.3</b>	<b>1,673.3</b>	<b>1,592.1</b>	<b>1,560.1</b>	<b>1,529.3</b>	<b>1,497.8</b>	<b>1,464.4</b>	<b>1,413.0</b>	<b>1,440.9</b>	<b>1,403.3</b>	<b>1,361.8</b>
<b>Organic Net New Assets<sup>(2)(3)</sup></b>													
Organic net new advisory assets <sup>(4)</sup>	13.4	12.5	27.9	8.8	11.0	5.4	6.8	9.2	9.9	7.4	7.5	6.4	2.4
Organic net new brokerage assets	20.5	12.9	6.3	(0.5)	0.5	1.1	2.2	1.6	1.3	(0.4)	0.4	0.4	(0.4)
<b>Total Organic Net New Assets</b>	<b>34.0</b>	<b>25.5</b>	<b>34.2</b>	<b>8.3</b>	<b>11.4</b>	<b>6.6</b>	<b>9.0</b>	<b>10.8</b>	<b>11.2</b>	<b>7.0</b>	<b>7.9</b>	<b>6.8</b>	<b>2.0</b>
<b>Acquired Net New Assets</b>													
Acquired net new advisory assets	0.1	0.0	0.5	21.3	0.2	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Acquired net new brokerage assets	0.0	0.2	0.3	67.0	0.1	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0
<b>Total Acquired Net New Assets</b>	<b>0.1</b>	<b>0.3</b>	<b>0.8</b>	<b>88.3</b>	<b>0.3</b>	<b>0.3</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>5.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Total Net New Assets<sup>(5)</sup></b>													
Net new advisory assets	13.5	12.6	28.4	30.1	11.2	5.7	6.8	9.2	9.9	7.6	7.5	6.4	2.4
Net new brokerage assets	20.6	13.2	6.6	66.5	0.5	1.2	2.2	1.6	1.3	4.3	0.4	0.4	(0.4)
<b>Total Net New Assets</b>	<b>34.1</b>	<b>25.8</b>	<b>35.0</b>	<b>96.6</b>	<b>11.7</b>	<b>6.8</b>	<b>9.0</b>	<b>10.8</b>	<b>11.2</b>	<b>12.0</b>	<b>7.9</b>	<b>6.8</b>	<b>2.0</b>
Net brokerage to advisory conversions <sup>(6)</sup>	2.1	2.0	1.7	1.1	1.2	1.3	1.0	1.2	1.2	1.2	1.3	1.3	1.0
<b>Client Cash Balances</b>													
Insured cash account sweep	36.2	38.3	34.8	34.7	32.1	30.4	31.1	31.0	31.8	32.5	32.6	33.2	33.7
Deposit cash account sweep	10.0	10.7	9.9	9.7	9.6	9.3	9.1	9.2	9.0	9.1	9.2	9.0	8.9
<b>Total Bank Sweep</b>	<b>46.3</b>	<b>49.0</b>	<b>44.7</b>	<b>44.4</b>	<b>41.7</b>	<b>39.7</b>	<b>40.2</b>	<b>40.2</b>	<b>40.8</b>	<b>41.6</b>	<b>41.8</b>	<b>42.2</b>	<b>42.6</b>
Money market sweep	4.1	4.3	4.3	2.6	2.3	2.2	2.3	2.3	2.3	2.3	2.4	2.3	2.4
<b>Total Client Cash Sweep Held by Third Parties</b>	<b>50.4</b>	<b>53.3</b>	<b>49.0</b>	<b>47.0</b>	<b>44.0</b>	<b>41.9</b>	<b>42.5</b>	<b>42.5</b>	<b>43.1</b>	<b>43.8</b>	<b>44.2</b>	<b>44.5</b>	<b>45.0</b>
Client cash account <sup>(1)(7)</sup>	1.8	1.8	1.5	1.3	1.8	1.4	1.5	1.5	1.3	1.9	2.1	1.5	1.9
<b>Total Client Cash Balances</b>	<b>52.2</b>	<b>55.1</b>	<b>50.5</b>	<b>48.3</b>	<b>45.8</b>	<b>43.3</b>	<b>44.0</b>	<b>44.0</b>	<b>44.5</b>	<b>45.7</b>	<b>46.3</b>	<b>46.0</b>	<b>46.9</b>
Net buy (sell) activity <sup>(8)</sup>	14.5	13.5	12.4	12.5	12.2	12.6	12.9	12.1	15.0	12.3	12.9	13.0	12.0
<b>Market Drivers</b>													
S&P 500 Index (end of period)	6,041	5,882	6,032	5,705	5,762	5,648	5,522	5,460	5,278	5,036	5,254	5,096	4,846
Russell 2000 Index (end of period)	2,288	2,230	2,435	2,197	2,230	2,218	2,254	2,048	2,070	1,974	2,125	2,055	1,947
Fed Funds daily effective rate (average bps)	433	448	465	483	513	533	533	533	533	533	533	533	533

(1) Consists of total advisory and brokerage assets under custody at the Company's primary broker-dealer subsidiary, LPL Financial LLC ("LPL Financial"), as well as assets under custody of a third-party custodian related to the Company's subsidiary Atria Wealth Solutions, Inc.'s seven introducing broker-dealer subsidiaries.

(2) Total organic net new assets includes organic net new assets from institutions for the periods presented below:

<b>Organic Net New Assets from Large Institutions</b>	Jan 2025	Dec 2024	Nov 2024	Oct 2024	Sep 2024	Aug 2024	Jul 2024	Jun 2024	May 2024	Apr 2024	Mar 2024	Feb 2024	Jan 2024
Organic net new advisory assets	6.8	0.0	18.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Organic net new brokerage assets	21.9	13.4	7.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Total Organic Net New Assets from Large Institutions</b>	<b>28.8</b>	<b>13.4</b>	<b>26.3</b>	<b>0.0</b>									

(3) Organic net new assets include assets that off-boarded as part of the previously disclosed planned separation from misaligned large OSJs. There were \$0.6B, \$3.8B, \$1.9B, \$1.0B, \$0.6B and \$0.4B of assets that off-boarded in July, August, September, October, November, and December 2024, respectively, as well as \$0.2B in January 2025.

(4) Organic net new advisory assets include assets that off-boarded as part of the previously disclosed planned separation from misaligned large OSJs. There were \$0.5B, \$3.6B, \$1.0B, \$0.2B, \$0.1B and \$0.1B of assets that off-boarded in July, August, September, October, November and December 2024, respectively, as well as \$0.1B in January 2025.

(5) Consists of total client deposits into advisory or brokerage accounts less total client withdrawals from advisory or brokerage accounts, plus dividends, plus interest, minus advisory fees. The Company considers conversions from and to brokerage or advisory accounts as deposits and withdrawals, respectively.

(6) Consists of existing custodied assets that converted from brokerage to advisory, less existing custodied assets that converted from advisory to brokerage.

(7) During the first quarter of 2024, the Company updated its definition of client cash account balances to exclude other client payables. Prior period disclosures have been updated to reflect this change as applicable.

(8) Represents the amount of securities purchased less the amount of securities sold in client accounts custodied with LPL Financial.

Note: Totals may not foot due to rounding.