



# Investor 2013 Day

November 12, 2013

Westin Grand Central

New York, NY

# Investor 2013 Day

 LPL Financial

**Trap Kloman** – Senior Vice President | Investor Relations

# Safe Harbor Disclosure

Statements in this presentation regarding LPL Financial Holdings Inc.'s (the "Company") future financial and operating results, plans, strategies, goals, future market position, ability and plans to repurchase shares and pay dividends in the future, including statements relating to future efficiency gains, scale and projected expenses and savings as a result of the Service Value Commitment (the "SVC") or other initiatives, ability and plans to deliver technology functionality, features or upgrades, future growth, market share and insured cash account portfolio, including the statements on the slides entitled "Shift to advisory creates margin opportunities", "Normalized interest rates will bring financial benefits", "Investment in technology and Service Value Commitment position us for future efficiency", "Managing growth through smart investment and simplicity and productivity initiatives", "Strategy execution drives outsized earnings performance" and "Capital-light model generates significant free cash flow, expanding discretionary capital", as well as any other statements that are not related to present facts or current conditions or that are not purely historical, constitute forward-looking statements. These forward-looking statements are based on the Company's historical performance and its plans, estimates and expectations as of November 12, 2013. Forward-looking statements are not guarantees that the future results, plans, intentions or expectations expressed or implied by the Company will be achieved. Matters subject to forward-looking statements involve known and unknown risks and uncertainties, including economic, legislative, regulatory, competitive and other factors, which may cause actual financial or operating results, levels of activity, or the timing of events, to be materially different than those expressed or implied by forward-looking statements. Important factors that could cause or contribute to such differences include: finalization and execution of the Company's plans related to the SVC, including the Company's ability to successfully transform and transition business processes to third party service providers; the Company's success in negotiating and developing commercial arrangements with third party service providers that will enable the Company to realize the service improvements and efficiencies expected to result from the SVC or other initiatives; the performance of third party service providers to which business processes are transitioned from the Company; finalization and execution of the Company's plans related to technology, including the Company's ability to successfully integrate technology from third party technology providers; the Company's success in negotiating and developing commercial arrangements with third party technology providers that will enable the Company to realize the improvements and efficiencies expected to result from such technology, including with respect to supervision and oversight of advisor activities; the Company's ability to control operating risks, information technology systems risks and sourcing risks; changes in general economic and financial market conditions, including retail investor sentiment; fluctuations in the value of assets under custody; effects of competition in the financial services industry; changes in the number of the Company's financial advisors and institutions, their ability to market effectively financial products and services, and the success of the Company's initiatives designed to engage them; changes in interest rates and fees payable by banks participating in the Company's cash sweep program, including the Company's success in negotiating agreements with current or additional counterparties; the Company's success in integrating the operations of acquired businesses; the effect of current, pending and future legislation, regulation and regulatory actions, including disciplinary actions imposed by self-regulatory organizations; and the other factors set forth in Part I, "Item 1A. Risk Factors" in the Company's 2012 Annual Report on Form 10-K as may be amended or updated in our quarterly reports on Form 10-Q. Except as required by law, the Company specifically disclaims any obligation to update any forward-looking statements as a result of future developments, even if its estimates change, and you should not rely on those statements as representing the Company's views after November 12, 2013.

# Non-GAAP Financial Measures

Adjusted Earnings represent net income before: (a) employee share-based compensation expense, (b) amortization of intangible assets resulting from various acquisitions, (c) debt extinguishment costs, (d) restructuring and conversion costs, (e) equity issuance and related offering costs and (f) other. Reconciling items are tax effected using the income tax rates in effect for the applicable period, adjusted for any potentially non-deductible amounts. Adjusted Earnings per share represents Adjusted Earnings divided by weighted average outstanding shares on a fully diluted basis. The Company prepares Adjusted Earnings and Adjusted Earnings per share to eliminate the effects of items that it does not consider indicative of its core operating performance. The Company believes these measures provide investors with greater transparency by helping illustrate the underlying financial and business trends relating to results of operations and financial condition and comparability between current and prior periods. Adjusted Earnings and Adjusted Earnings per share are not measures of the Company's financial performance under GAAP and should not be considered as an alternative to net income or earnings per share or any other performance measure derived in accordance with GAAP, or as an alternative to cash flows from operating activities as a measure of profitability or liquidity.

Adjusted EBITDA is defined as EBITDA (net income plus interest expense, income tax expense, depreciation and amortization), further adjusted to exclude certain non-cash charges and other adjustments set forth in the table above. The Company presents Adjusted EBITDA because the Company considers it a useful financial metric in assessing the Company's operating performance from period to period by excluding certain items that the Company believes are not representative of its core business, such as certain material non-cash items and other adjustments that are outside the control of management. Adjusted EBITDA is not a measure of the Company's financial performance under GAAP and should not be considered as an alternative to net income or any other performance measure derived in accordance with GAAP, or as an alternative to cash flows from operating activities as a measure of profitability or liquidity. In addition, Adjusted EBITDA can differ significantly from company to company depending on long-term strategic decisions regarding capital structure, the tax jurisdictions in which companies operate and capital investments.

You can find additional related information, including a reconciliation of such non-GAAP measures, in the Investor Relations section of our website at [www.lpl.com](http://www.lpl.com).

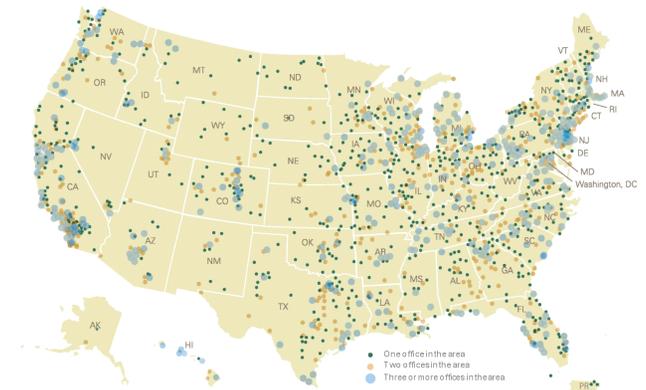
# Investor 2013 Day

 LPL Financial

Mark Casady – Chairman and CEO  
The LPL Financial Opportunity

## LPL Financial is an established industry leader

- **13,563** advisors
- **\$415 billion** in advisory & brokerage assets
- **4th largest** brokerage firm<sup>1</sup>
- **\$55 billion in assets** with our fully integrated Hybrid RIA offering
- **\$92 billion in retirement assets**; leading provider to over 35,000 retirement plans



## We serve a fundamental and growing need



### Our Mission

We believe that objective financial advice is a fundamental need for everyone. We enable our clients to focus on what they do best—create the personal, long-term relationships that are the foundation for **turning life's aspirations into financial realities.**

## Strong performance since IPO

### Business Performance

Added 1,119 net new advisors

Initiated retirement plan solution

Accelerated RIA and HNW growth

Launched Service Value Commitment

Established next-generation leadership team

### Financial Performance

Grew AUM by 31%

Increased advisory AUM from 29% to 34% of total AUM

Grew Hybrid RIA assets 293% to \$55 bn

Repurchased 14.3 mm shares

Distributed \$285 mm in dividends

# The LPL Financial opportunity



| Focus                                | Capturing the opportunity   |
|--------------------------------------|---|
| Grow Revenues                        | <b>Leveraging our differentiated value proposition</b> to attract, grow and retain advisor business |
| Create Efficiencies                  | <b>Unlocking value</b> with technology by driving productivity, engagement and risk management      |
| Enhance Risk & Compliance Culture    | Investing in functions and controls to <b>manage complexity</b> across the enterprise               |
| Strengthen the Financial Opportunity | Positioning to drive <b>outsized earnings performance</b> by executing on our strategy              |

# Agenda

| Speaker   | Topic   |
|---|---|
| <b>Dan Krems</b> , Executive Vice President of Corporate Strategy     | Winning in the Marketplace  |
| <b>Derek Bruton</b> , Managing Director, Independent Advisor Services | Growing Revenue   |
| <b>Victor Fetter</b> , Chief Information Officer                      | Creating Efficiencies   |
| <b>Michelle Oroschakoff</b> , Chief Risk Officer                      | Enhancing Risk and Compliance Culture   |
| <b>Robert Moore</b> , President                                       | Creating Value for Sponsors: A panel discussion<br>Bill Glavin, CEO, Oppenheimer Funds<br>Bob Reynolds, CEO, Putnam Investments<br>Nick Lane, Senior Executive Director and Head of US Life and Retirement, AXA Equitable |
| <b>Dan Arnold</b> , Chief Financial Officer                           | Strengthening the Financial Opportunity   |

# Investor 2013 Day

 LPL Financial

**Dan Krems** - Executive Vice President, Corporate Strategy

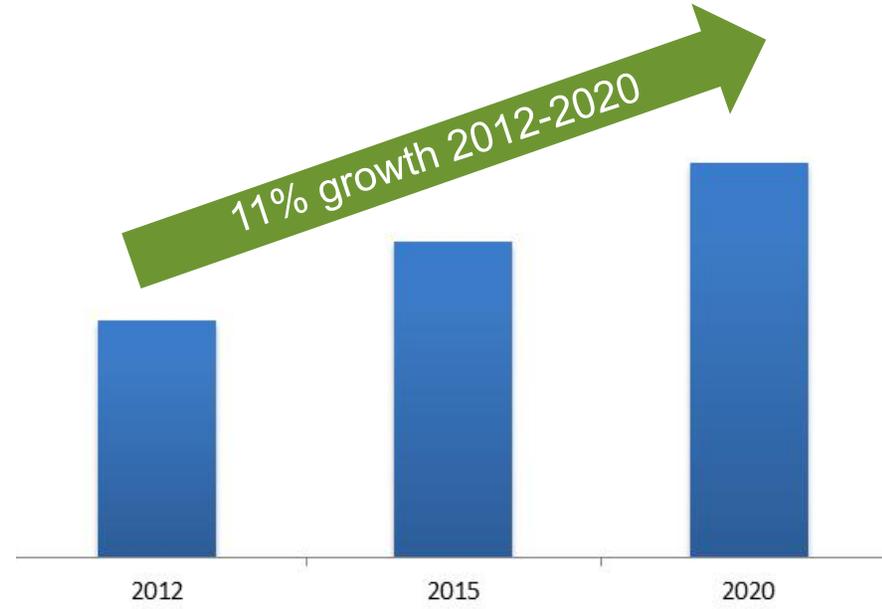
Winning in the Marketplace: Building a Smarter, Simpler,  
More Personal LPL

# The market for retail advice is large and poised for growth

Investable assets = \$19 trillion



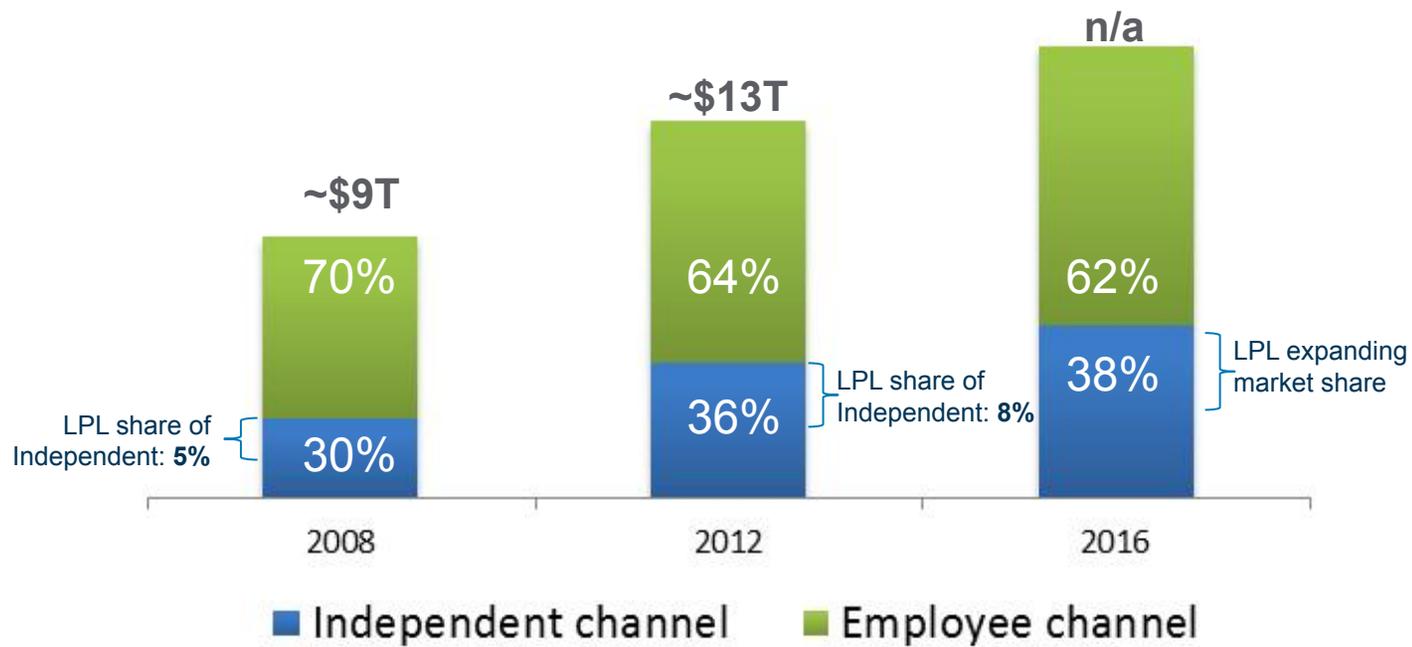
U.S. peak earners (age 55-64)



Source: Cerulli Quantitative Update: Advisor Metrics 2012

Note: 38.6M people between 55-64 years old are projected for year end 2012, 40.8M for 2015, 42.8M for 2020. Peak earner demographics are based on Census forecasts.

# The march toward independence continues



# Established scale and scope to drive positioning to win

## Expanding scope

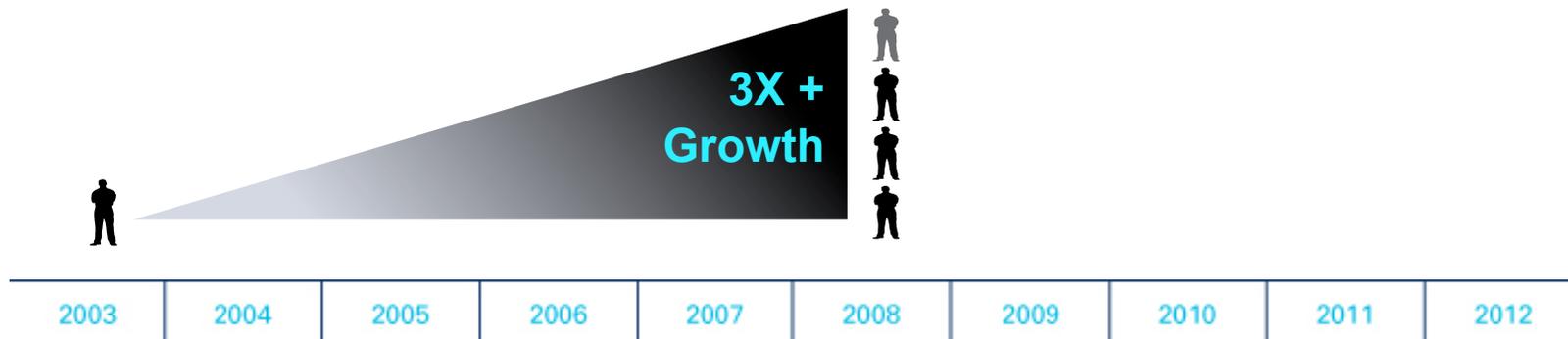
By investor



By advisor practice

-  B/D & RIA Advisors  Mass Affluent
-  Bank/Credit Union  High Net Worth
-  Retirement Practitioners

## Increasing scale



# We are now building a smarter, simpler, more personal LPL



## Focus on our footprint

Capitalize on continuing secular trend toward independent advice with a broad array of advisors serving the vast majority of investors



## Drive to simplicity

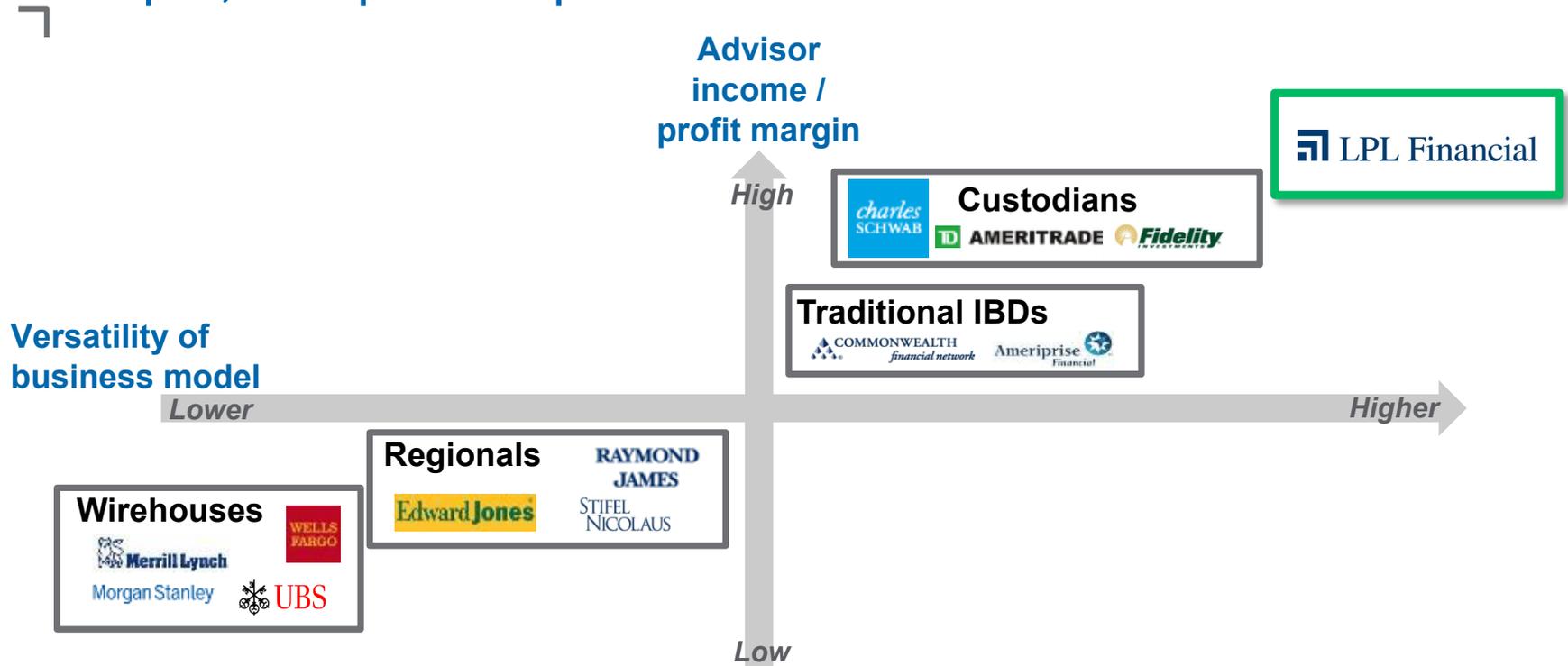
Combine technology, automation and process simplification to improve efficiency in our advisors' businesses and our own



## Unlock advisor productivity

Deliver a growing array of support functions and capabilities, enabling advisors to win more business and enhance client satisfaction

# Platform versatility and compelling economics create a unique, competitive position



## Strategy capitalizes on opportunities within our core business footprint

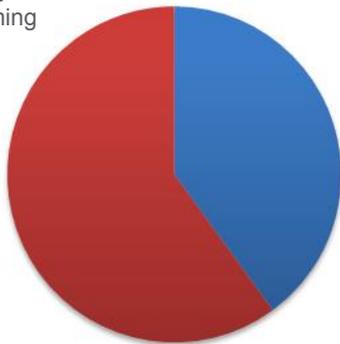


| Markets                | Drivers of opportunity                             | LPL Financial strategy  |
|------------------------|--|---|
| Independent advisors   | Consumer preference for independence               | Evolving diverse and comprehensive model                            |
|                        | Trend toward RIA / hybrid                          | Leveraging integrated solution                                      |
| Financial institutions | Revenue diversification and operating efficiencies | Building upon 30% market share and expanding bank wealth management |
| Retirement plans       | Shift from defined benefit to defined contribution | Monetizing advice for plans   |

# We are unlocking additional value for advisors

## Current Advisor Time Spend

Capacity Consuming (>60%)



\$ Revenue Generating (<40%)

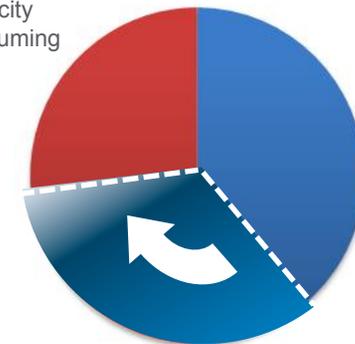
- Client and prospect engagement
- Investment management, compliance, operations

## Our Key Ingredients

- 1 Consultative practice management
- 2 Scalable investment platforms
- 3 Integrated technology
- 4 Robust service & compliance

## Increased Productivity

Capacity Consuming



\$ Revenue Generating

- Client and prospect engagement
- Investment management, compliance, operations

# LPL empowers advisors to serve an evolving and increasingly complex set of investor needs



|  | Prior Client Service Paradigm  |   | New Client Service Paradigm              |
|--|--------------------------------|---|--|
|  | Executing transactions         | ➤ | Providing advice                         |
|  | Picking investments            | ➤ | Managing portfolios                      |
|  | Answering investment questions | ➤ | Creating financial plans                 |
|  | Helping save for retirement    | ➤ | Ensuring financial security              |
|  | Returning calls                | ➤ | Communicating frequently and proactively |
|  | Handling paperwork             | ➤ | Supporting a digital experience          |

# Our strategy will reward our advisors and our shareholders



## Our Advisors

Increased efficiency

Greater productivity

Higher profitability and satisfaction



## LPL Financial

Improved operational efficiency

Sustained growth

Outsized financial performance

# Investor 2013 Day

 LPL Financial

**Derek Bruton** – Managing Director, Independent Advisor Services  
Growing Revenue

# The LPL Financial opportunity



| Focus  | Capturing the opportunity  |
|--|--|
| <b>Grow Revenues</b>                         | Leveraging our differentiated value proposition to attract, grow and retain advisor business |
| <b>Create Efficiencies</b>                   | Unlocking value with technology by driving productivity, engagement and risk management      |
| <b>Enhance Risk &amp; Compliance Culture</b> | Investing in functions and controls to manage complexity across the enterprise               |
| <b>Strengthen the Financial Opportunity</b>  | Positioning to drive outsized earnings performance by executing on our strategy              |

Our strategy is positioned to drive advisor productivity and satisfaction and attract new business

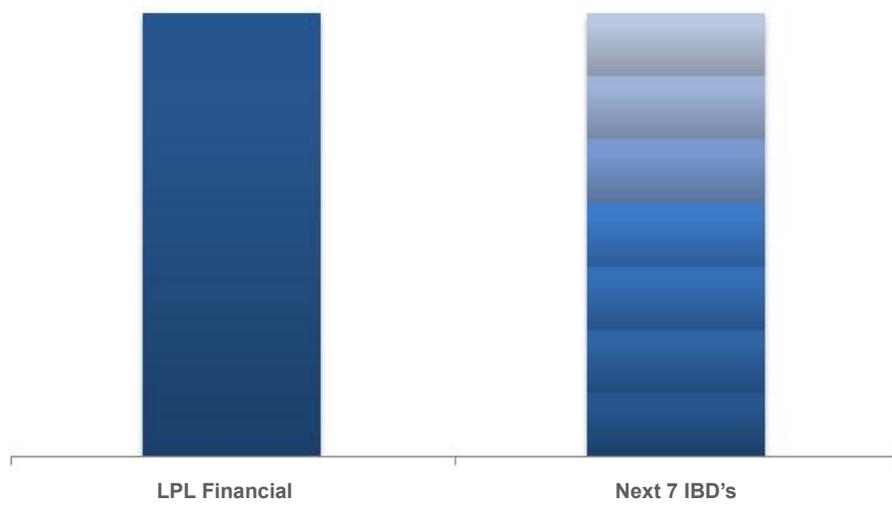




# Our differentiated business model wins in the marketplace

## Capture of advisors in motion

LPL Financial's success in 2012 is equivalent to the next 7 IBD's combined



## #1 destination for advisors looking to move

### Top B-D Firms in Aided Consideration

Source: Cogent Reports: Advisor Channel Migration Trends



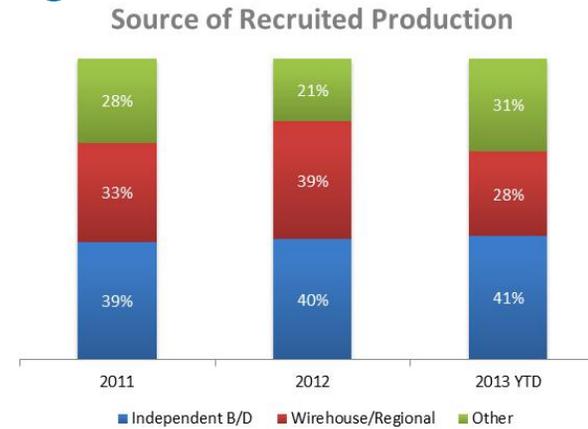
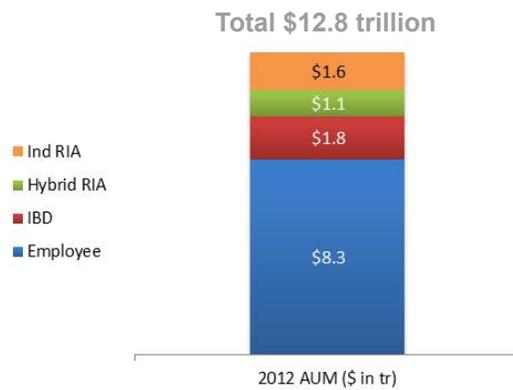
LPL Financial Source: Discovery Database B/D Rep Movement Study, Dec 2012

Source: Cogent 2013 Advisor Migration Trends

InvestorDay 2013



# Our recruiting opportunity set is significant



| Markets                | IBD                                     | Hybrid                           | RIA                             | Employee              |
|------------------------|---|----------------------------------|---------------------------------|-----------------------|
| LPL position           | Market leader                           | Market leader                    | Minimal presence                | Target breakaways     |
| Recruiting opportunity | Flight to quality                       | Leverage differentiated platform | Evolve platform to address      | Shift to independence |
| Competitors            | Raymond James, Commonwealth, Ameriprise | Minimal direct competition       | Schwab, TD Ameritrade, Fidelity | IBD's, custodians     |



# Broad capabilities drive advisor productivity

**Comprehensive solution** serving an array of advisor practices simplified by a single point of contact with deep knowledge of an advisor's business



# LPL advisors who fully utilize our capabilities outperform those who don't



## Advisor need

## LPL Financial Solution

|  |                                 |
|--|---------------------------------|
| Support transition to advisory                               | Investment & planning solutions |
| Identify best practices                                      | Business consulting             |
| Win new business   | Marketing                       |
| Technology that creates efficiencies and drives productivity | Integrated solutions            |
| Asset-allocation strategies and due diligence                | Research                        |

## Benefits

- Reallocation of time
- Higher asset flows
- Improving margins
- Lower administrative costs



## Segmented approach to delivering capabilities creates a more personal advisor experience and drives adoption

### Execution

- Recognize not every advisor is the same
- Segment advisor base to gain insight into needs and key characteristics
- Analyze advisor profitability to determine the most valuable segments

### Result

- Provide targeted advisors with more customized services
- Drive greater efficiency
- Improve advisor satisfaction and retention



### Example Segments

- Legacy
- Emerging advisory
- Large producers
- New to industry
- Ramping
- Emerging brokerage
- Core
- Retirement plan



# Our model provides flexibility as advisors mature and grow



Production retention has averaged 97% over the last 7 years

## We are extending our market leadership



# Investor 2013 Day

 LPL Financial

**Victor Fetter** – Chief Information Officer  
Creating Efficiencies

## The LPL Financial opportunity



| Focus  | Capturing the opportunity  |
|--|--|
| <b>Grow Revenues</b>                         | Leveraging our differentiated value proposition to attract, grow and retain advisor business |
| <b>Create Efficiencies</b>                   | Unlocking value with technology by driving productivity, engagement and risk management      |
| <b>Enhance Risk &amp; Compliance Culture</b> | Investing in functions and controls to manage complexity across the enterprise               |
| <b>Strengthen the Financial Opportunity</b>  | Positioning to drive outsized earnings performance by executing on our strategy              |

# Our integrated technology platform creates an end-to-end solution

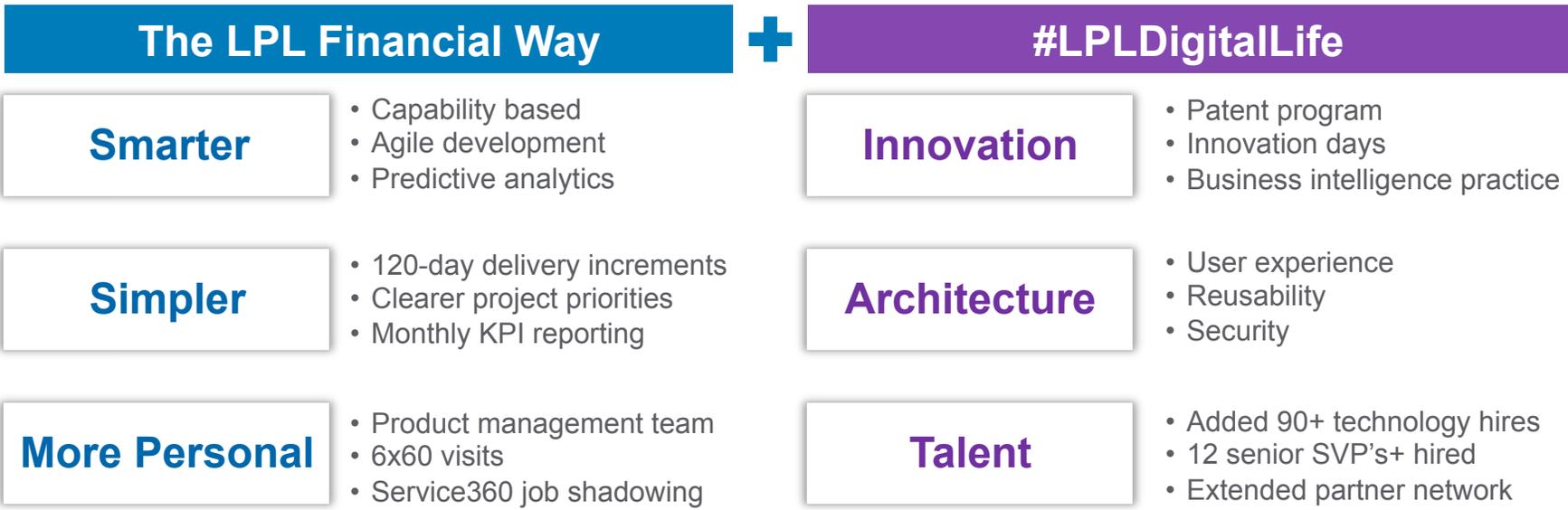


# Technology strategy simplifies business, increases efficiency, and creates value





We are taking a more nimble and responsive approach





# Our solutions increase advisor productivity

## Key deliveries



**Streamlined Office**



**Enhanced Trading**



**LPL Financial Mobile**

## Success metrics

- 30% of advisor checks are deposited with remote deposit
- 520k total trades, generating 3x normal weekly trade volume since June
- 3,200+ mobile devices activated



# New tools enhance investor engagement

## Key deliveries



Account View

Please Confirm your Paperless Changes

You are about to be 100% Green

The following is a list of statements / accounts along with the recipient email addresses and the type of statement that will be sent. All changes are indicated in Orange text. Please review and confirm the changes.

Go Green

Orange Text = all changes

| Statement Type      | Account Nickname        | Send Notices To      | Additional Recipients | Type      |
|---------------------|-------------------------|----------------------|-----------------------|-----------|
| Brokerage Statement | Ed's Account            | test.account@lpl.com |                       | Paperless |
| Brokerage Statement | John and Jenn's Account | test.account@lpl.com |                       | Paperless |
| Brokerage Statement | Leslie's Account        | test.account@lpl.com |                       | Paperless |
| Trade Confirmation  | Ed's Account            | test.account@lpl.com |                       | Paperless |
| Trade Confirmation  | John and Jenn's Account | test.account@lpl.com |                       | Paperless |
| Trade Confirmation  | Leslie's Account        | test.account@lpl.com |                       | Paperless |

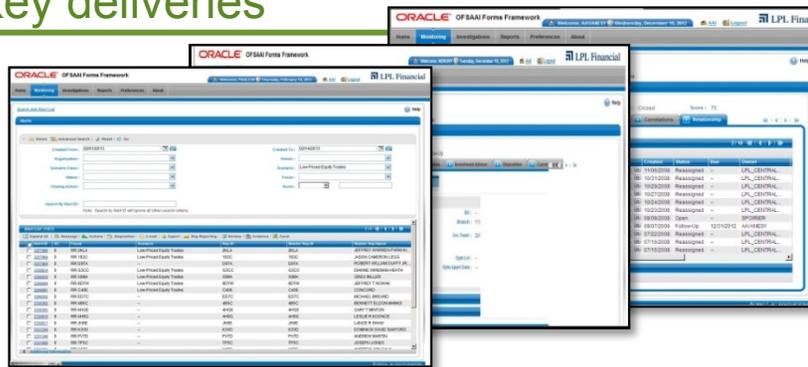
Go Green

## Success metrics

- 600,000+ combined advisor/client log-ins to Account View
- 2,700+ advisors branded Account View site
- Website hosting services through marketing
- 22,000+ clients are now 100% green with eligible documents
- 40% made the go-green election in the new Account View

# Industry-leading software helps manage risk

## Key deliveries



## Success metrics

- Added efficiency through a single tool for all managed alerts
- Created foundational platform for other compliance and risk-management applications
- 30% reduction in overnight processing time
- Added more robust disaster recovery capability

# Focus on employee tools makes their work easier

## Key deliveries



New imaging and workflow

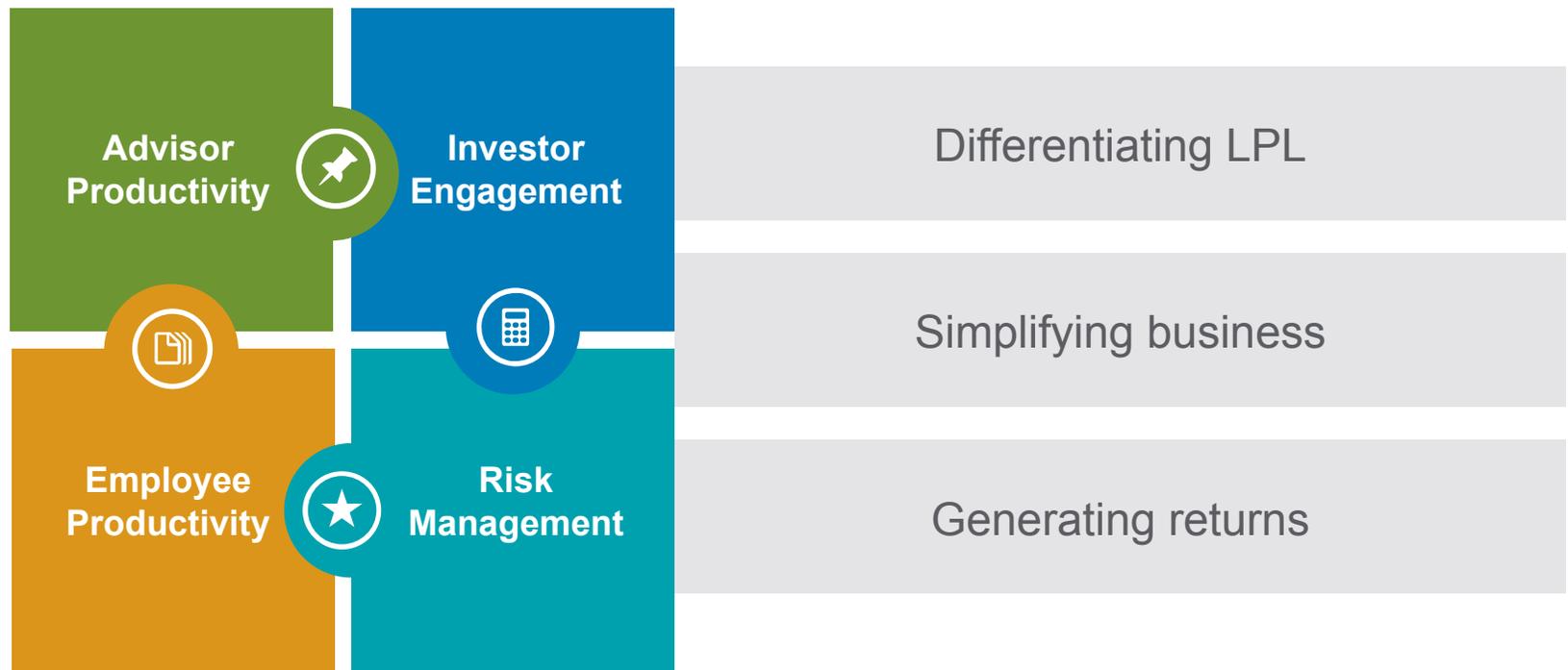


Equipment relevancy

### Success metrics

- 300 workflows reduced to 40 through simplified image routing
- 80% faster image search than previous technology
- 1,000 new laptops/workstations deployed
- 2,000 laptops/workstations upgraded
- Enhanced mobility
- VOIP - 99.999% availability

# Our technology strategy is unlocking value



# Investor 2013 Day

 LPL Financial

**Michelle Oroschakoff** – Chief Risk Officer

Enhancing the Risk and Compliance Culture

## The LPL Financial opportunity



| Focus  | Capturing the opportunity  |
|--|--|
| <b>Grow Revenues</b>                         | Leveraging our differentiated value proposition to attract, grow and retain advisor business |
| <b>Create Efficiencies</b>                   | Unlocking value with technology by driving productivity, engagement and risk management      |
| <b>Enhance Risk &amp; Compliance Culture</b> | Investing in functions and controls to manage complexity across the enterprise               |
| <b>Strengthen Financial Opportunity</b>      | Positioning to drive outsized earnings performance by executing on our strategy              |

# LPL Governance, Risk & Compliance is delivering solutions that support our business and our advisors

Low-conflict model  
and robust controls  
environment



Advisor partnerships  
that drive efficiency  
and compliance



# Centralized governance structure helps keep pace with changing regulatory environment



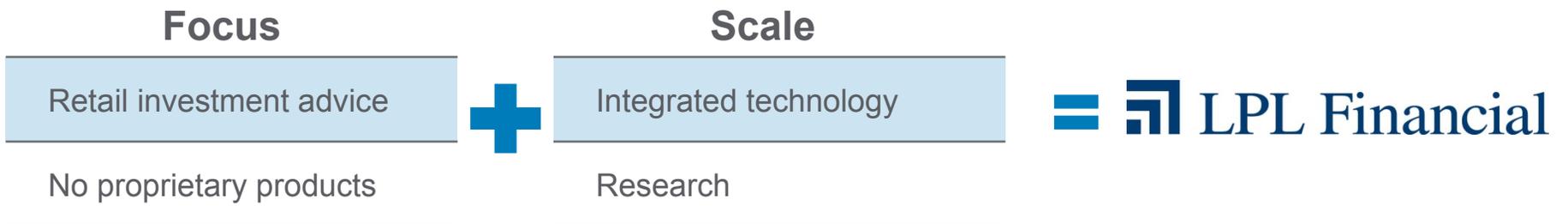
Controls





Controls

# A lower-risk model



# Robust compliance and risk capabilities delivered through integration of technology and specialized personnel



Controls

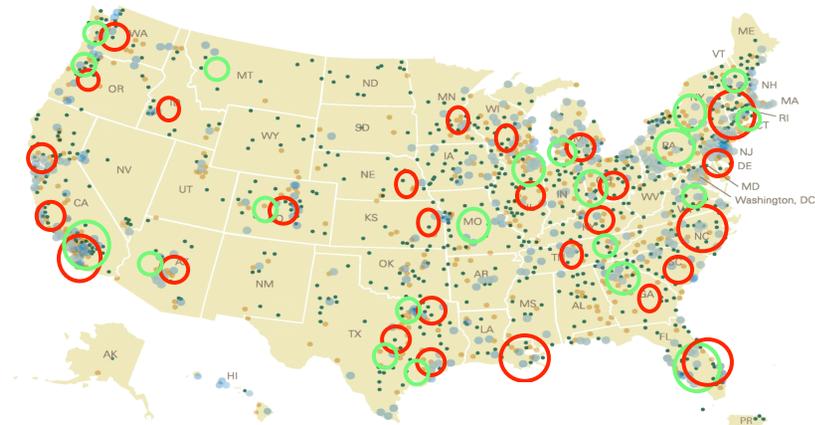
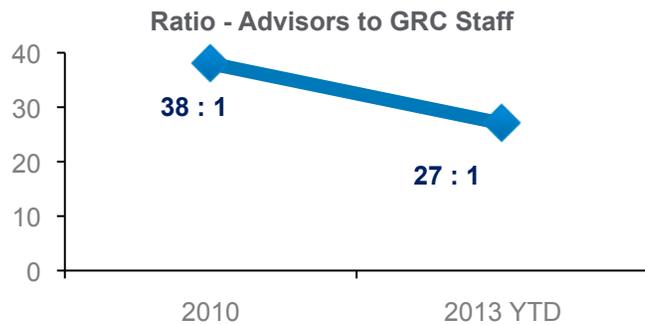
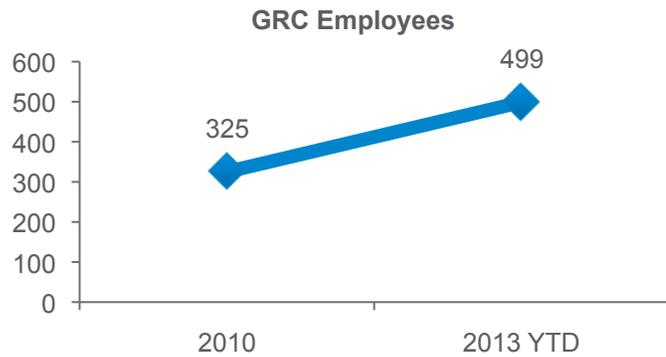


- **6,200 branch exams** conducted annually
- **8,500+ advertising/sales pieces** reviewed monthly
- Thousands of products have been approved for sale in conjunction with a robust **risk-based review and approval process** for sponsors and products
- **29,000+ documents imaged** monthly, automating this time-consuming process

# We are increasing resources for regionally managed compliance and supervision



Controls

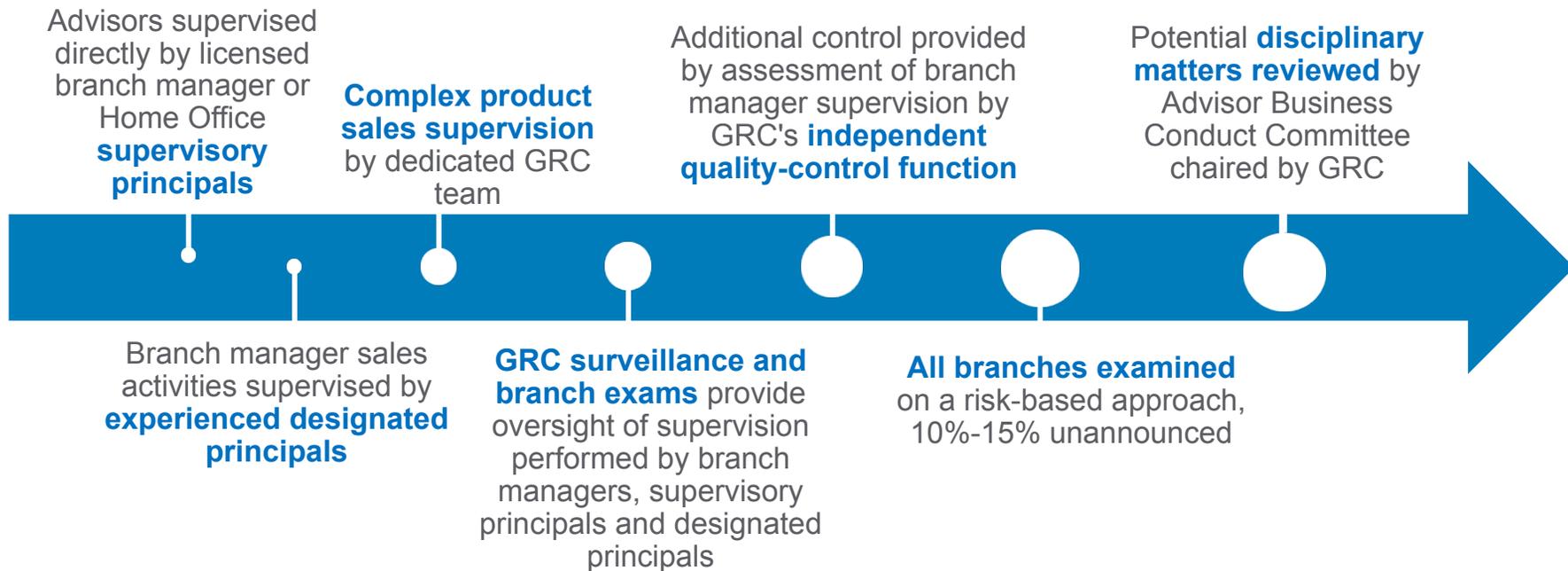


- Branch Examiner Locations
- Supervisory Locations



Partnership

# Oversight is tailored to advisors' business practices



# Needs-based approach reduces advisor complexity and drives efficiency



Partnership



| Advisor need                                       | LPL Financial solution  |
|--|---|
| Identify suitable product                          | Risk and Research due diligence on new products   |
| Process complex products                           | Dedicated team to review complex products   |
| Maintain proper licensing                          | Robust onboarding process and ongoing automated alerts to ensure proper licensing                       |
| Utilize network of tools to interface with clients | Technology training   |
| Ensure suitability and fiduciary standards are met | Review trades and portfolios for suitability and other criteria in accordance with regulatory framework |
| Stay abreast of regulatory change                  | Regular policy updates, advisor regulatory alerts and training  |
| Create marketing material to grow business         | Review and approval of advertising materials  |

# LPL is focused on delivering independent advice in a low-conflict model



- Allows advisors to:**
- Conduct business with confidence that they are operating within regulatory framework
  - Offer the best and most appropriate products to investors
  - Benefit from a capable and specialized Compliance and Risk network

# Investor 2013 Day

 LPL Financial

Creating Value for Sponsors:

A panel discussion moderated by Robert Moore

**Bill Glavin** – CEO, OppenheimerFunds

**Bob Reynolds** – CEO, Putnam Investments

**Nick Lane** – Senior Executive Director and Head of US Life and Retirement,  
AXA Equitable

# Investor 2013 Day

 LPL Financial

**Dan Arnold** – Chief Financial Officer  
Strengthening the Financial Opportunity

## The LPL Financial opportunity



| Focus  | Capturing the opportunity  |
|--|--|
| <b>Grow Revenues</b>                         | Leveraging our differentiated value proposition to attract, grow and retain advisor business |
| <b>Create Efficiencies</b>                   | Unlocking value with technology by driving productivity, engagement and risk management      |
| <b>Enhance Risk &amp; Compliance Culture</b> | Investing in functions and controls to manage complexity across the enterprise               |
| <b>Strengthen the Financial Opportunity</b>  | Positioning to drive outsized earnings performance by executing on our strategy              |

## We achieved strong growth since IPO despite interest-rate and G&A investment headwinds



Note: Performance reflects growth from 12/31/10 through 9/30/13 on a trailing twelve-month basis where appropriate. Adjusted earnings per share ("Adjusted EPS") is a non-GAAP measure. For reconciliation of non-GAAP measures please consult the disclosures at the front of this presentation and in the Appendix of this presentation.

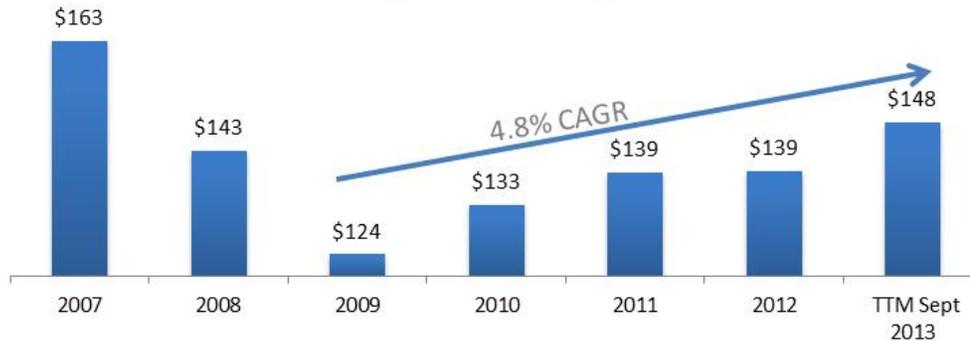
## Going forward, strategy adoption positions LPL Financial for financial performance



# Improving advisor efficiency leads to greater productivity

Increasing  
advisor  
productivity

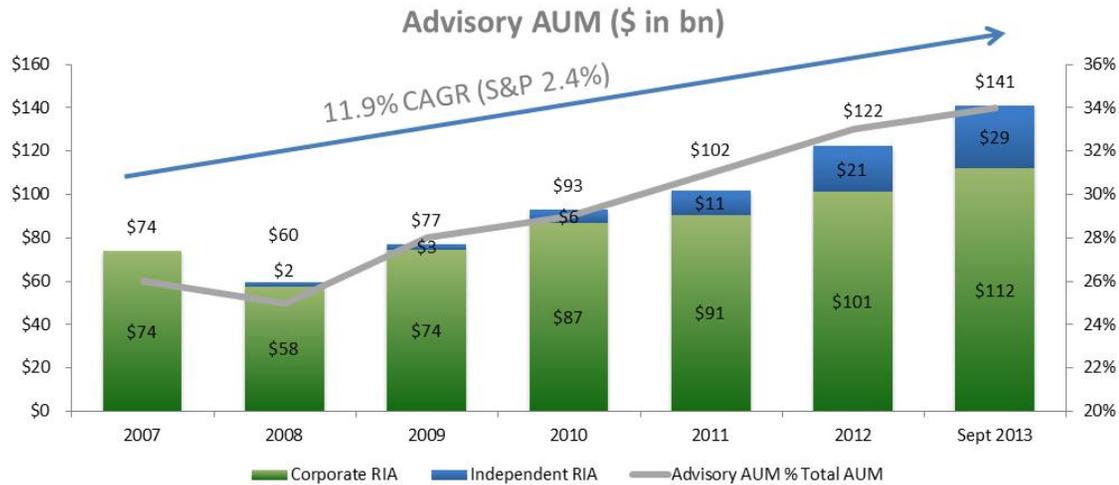
Commissions per Advisor  
(\$ thousands)



- Q3 2013 annualized commission per advisor is \$156k
- An incremental \$5k in commissions per advisor would result in **\$9 mm in incremental gross margin** based on current advisor count

# Differentiated offering and industry trends yield strong advisory asset growth

Increasing advisor productivity

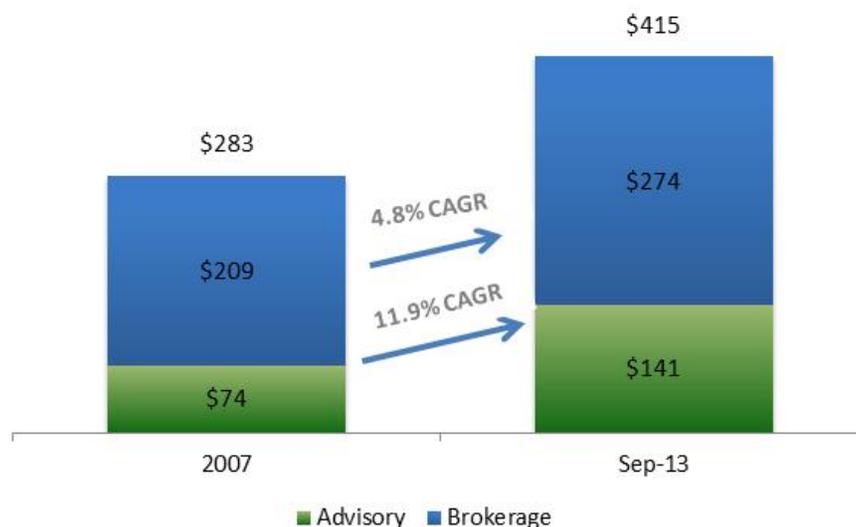


- Additional net new advisory asset, ex-market, **growth of 8-10% annually**
- The launch of our **integrated independent RIA platform** has further accelerated advisory growth



## Shift to advisory creates margin opportunities

Shift to Advisory - % of Total AUM



- Advisory AUM growth is over **2x faster** than brokerage, climbing from 26% to **34% of total assets**
- The gross margin ROA on advisory assets is ~35 bps, **1.4x greater** than brokerage AUM
- **A 5% shift** from brokerage AUM to advisory AUM would generate an **additional \$21 million** in recurring gross margin

Note: Advisory gross margin ROA represents revenue from both advisory fees after production expense, and associated asset-based and transaction and other fees directly attributable to the Corporate and Independent RIA offerings. The Advisory gross margin ROA is based on the weighted average of the Corporate and Independent RIA assets. In the current interest-rate environment the Independent RIA gross margin ROA is less than the Corporate RIA gross margin ROA due to the higher concentration of ICA based assets. The weighted average Advisory gross margin ROA and the gross margin upside from a 5% shift to advisory are based on current asset levels.

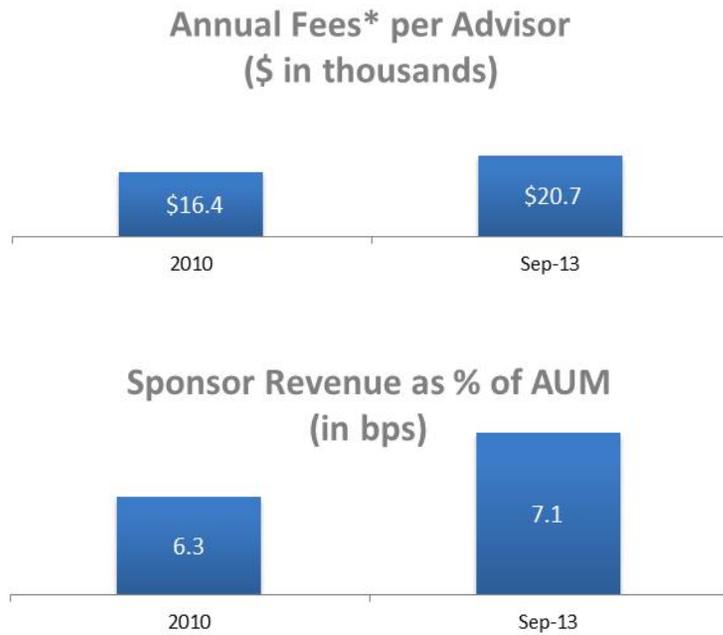
# Innovation leads to high-margin attachment revenue growth

Unlocking embedded growth 



## Track record of innovation

- Conversion to omnibus recordkeeping
- Expansion of Plus Sponsor programs
- Salesforce CRM
- Advisory sponsorship revenue
- Premium technology revenue



Attachment revenue ex-cash has **increased from 17% to 23%** of advisor production since 2007



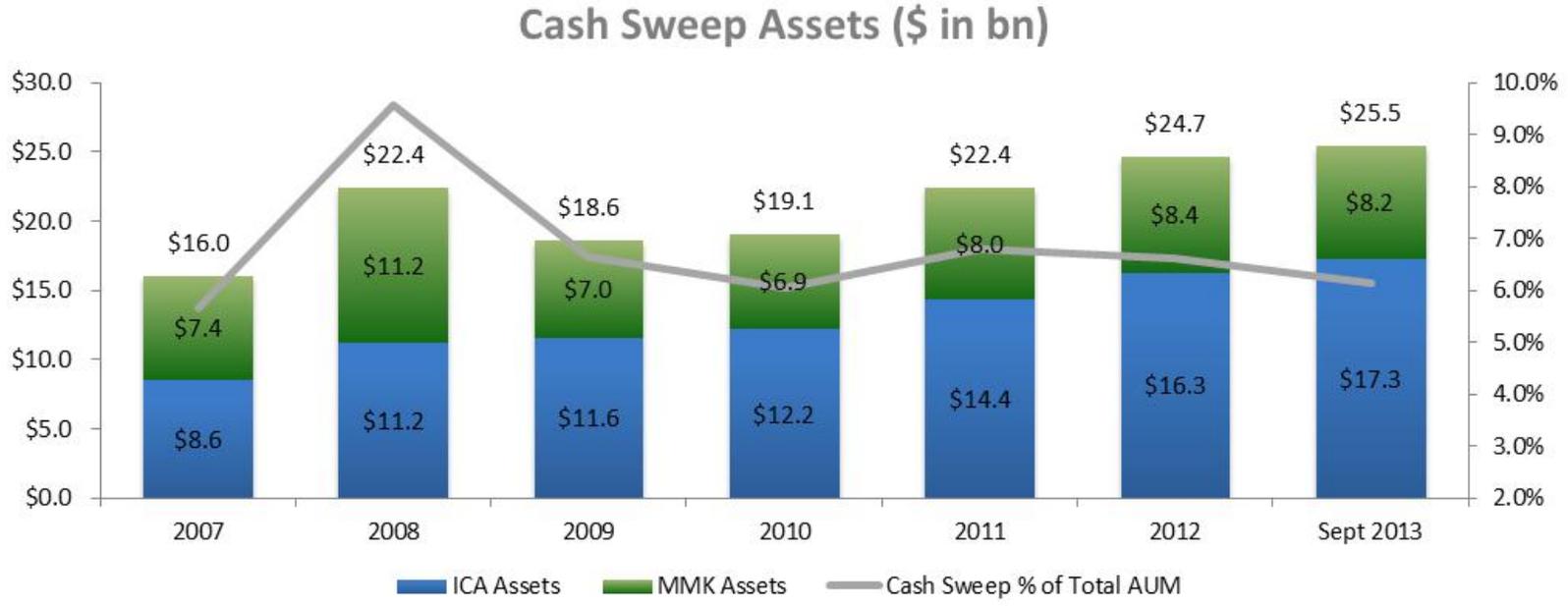
## Normalized interest rates will bring financial benefits

|  | ICA    | MMF   | Total        |
|--|--------|-------|--------------|
| Assets (\$ in bn)                                | \$17.3 | \$8.2 | \$25.5       |
| Current fee (bps)                                | 65     | 6     | 46           |
| Max fee (bps)                                    | 185    | 53    | 142          |
| Annualized incremental pre-tax income (\$ in mm) | \$208  | \$39  | <b>\$246</b> |

- EPS impact of ~**\$1.40**
- Maximum fees are achieved when Federal Funds Effective rate (FFER) is ~**250 bps**<sup>1</sup>
- ICA upside from FFER recognized incrementally and immediately as FFER improves

Unlocking  
embedded  
growth

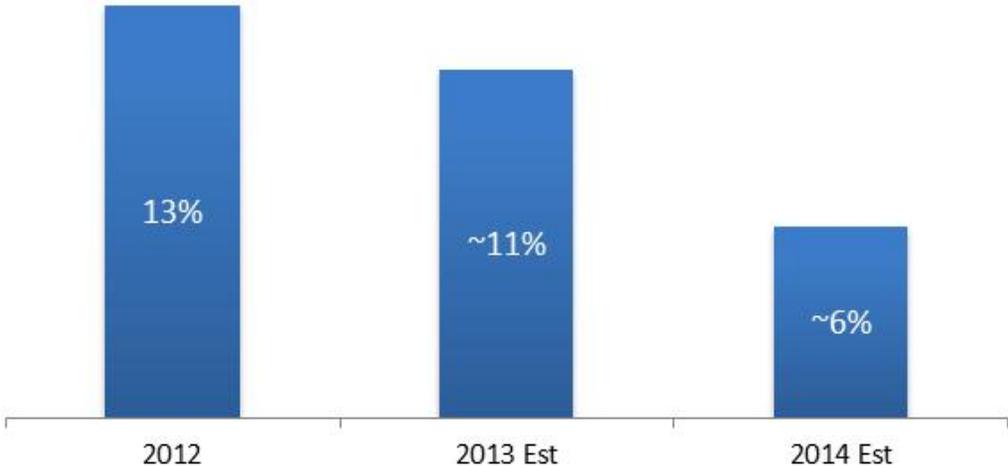
# Cash sweep assets stable as percent of growing AUM



# Investment in technology and Service Value Commitment position us for future efficiency



Core G&A Growth

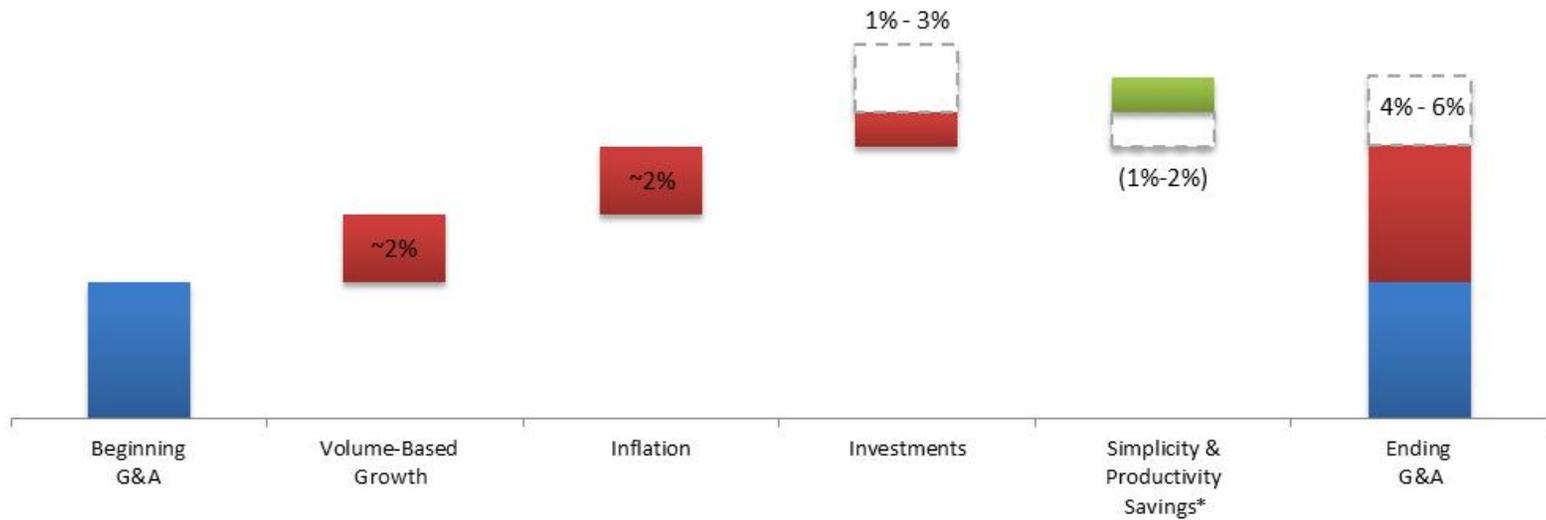


Note: Core G&A is defined as compensation and G&A expenses excluding promotional expense, depreciation and amortization and items excluded in our determination of adjusted earnings.

# Managing growth through smart investment and simplicity and productivity initiatives



Planned Management of Future Core G&A Growth



Note: Volume-related G&A growth may elevate when revenue growth exceeds 10%  
 \* Simplicity & productivity savings from initiatives such as procurement and outsourcing



## Strategy execution drives outsized earnings performance

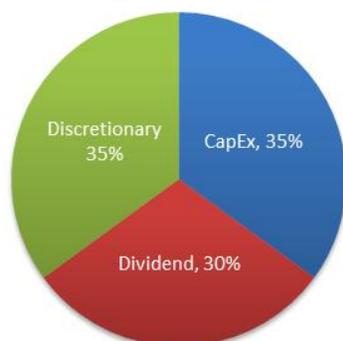
| Adjusted EPS growth potential |    |                          |     |     |
|-------------------------------|----|--------------------------|-----|-----|
|                               |    | Potential revenue growth |     |     |
|                               |    | 5%                       | 10% | 15% |
| Potential G&A Growth          | 4% | 8%                       | 23% | 38% |
|                               | 6% | 4%                       | 19% | 35% |
|                               | 8% | 1%                       | 16% | 31% |

Build on track record of growth since 2000:  
**Revenue CAGR = 13%**  
**Adjusted EBITDA CAGR = 17%**

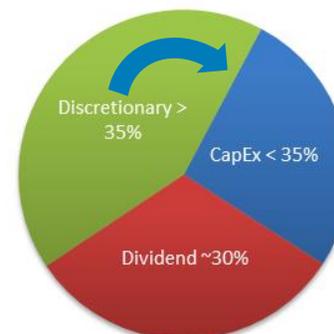


# Capital-light model generates significant free cash flow, expanding discretionary capital

Approximate Current Use of Cash from Operations



Potential Future Use of Cash from Operations



Cash from operations is approximately **55%** of Adjusted EBITDA  
**2x-3x** leverage maintains optimal cost of capital

Note: Adjusted EBITDA is a non-GAAP measure. Cash from operations defined as change in cash available for corporate use before capital expenditures, dividends and share repurchases

# Strategy adoption positions LPL Financial for financial performance



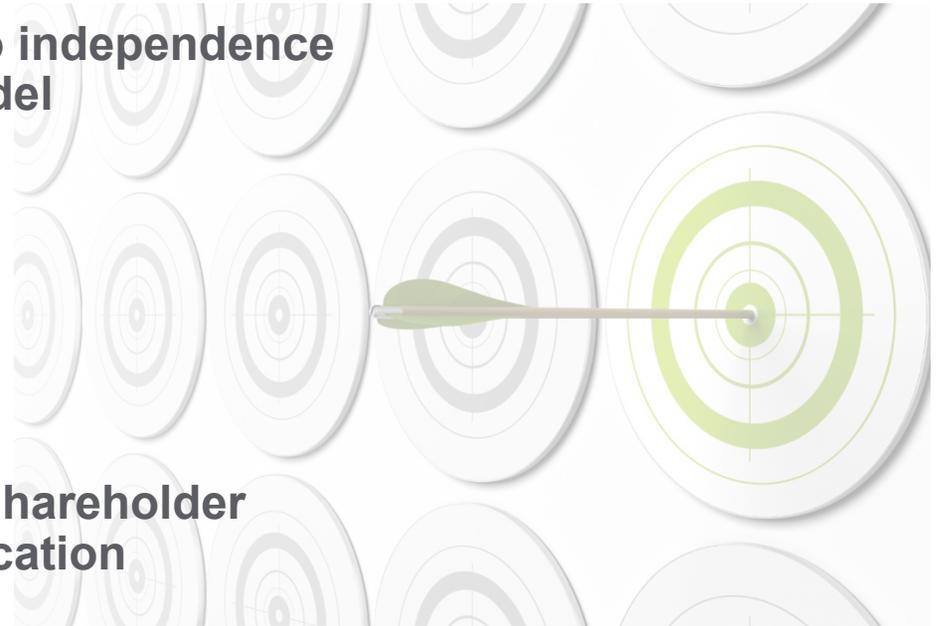
# Investor 2013 Day

 LPL Financial

Compelling Investment Thesis

## Compelling investment thesis

- Capitalizing on industry move to independence with differentiated business model
- Increasing advisor productivity
- Driving operational efficiency
- Unlocking embedded growth
- Unique capital-light model and shareholder friendly approach to capital allocation



# Investor 2013 Day

 LPL Financial

Appendix

## Adjusted Earnings reconciliation

The reconciliation from net income to Adjusted Earnings, a non-GAAP measure, for the periods presented is as follows (in thousands, except per share data):

|   | <u>Q3 2013</u>   | <u>Q2 2013</u>   | <u>Q1 2013</u><br>(unaudited) | <u>Q4 2012</u>   | <u>Q3 2012</u>   |
|---|------------------|------------------|-------------------------------|------------------|------------------|
| Net income  | \$ 37,631        | \$ 45,091        | \$ 54,717                     | \$ 36,938        | \$ 34,299        |
| After-Tax:  |                  |                  |                               |                  |                  |
| EBITDA Adjustments(a)   |                  |                  |                               |                  |                  |
| Employee share-based compensation expense(b)                          | 2,153            | 3,200            | 2,902                         | 2,831            | 3,357            |
| Acquisition and integration related expenses(c)                       | 2,240            | 2,025            | (1,079)                       | 2,092            | 4,307            |
| Restructuring and conversion costs                                    | 4,529            | 4,518            | 3,864                         | 466              | 751              |
| Debt extinguishment costs   | —                | 4,916            | —                             | —                | —                |
| Equity issuance and offering related costs(d)                         | —                | —                | —                             | —                | 3,986            |
| Other   | 6,993            | 106              | 1,707                         | 5,490            | 1,412            |
| Total EBITDA Adjustments  | <u>15,915</u>    | <u>14,765</u>    | <u>7,394</u>                  | <u>10,879</u>    | <u>13,813</u>    |
| Amortization of intangible assets(a)                                  | 6,004            | 6,027            | 6,032                         | 6,041            | 6,152            |
| Acquisition related benefit for a net operating loss carry-forward(e) | —                | —                | —                             | —                | (1,265)          |
| Adjusted Earnings   | <u>\$ 59,550</u> | <u>\$ 65,883</u> | <u>\$ 68,143</u>              | <u>\$ 53,858</u> | <u>\$ 52,999</u> |
| Adjusted Earnings per share(f)  | <u>\$ 0.56</u>   | <u>\$ 0.61</u>   | <u>\$ 0.64</u>                | <u>\$ 0.50</u>   | <u>\$ 0.47</u>   |
| Weighted average shares outstanding — diluted                         | 105,705          | 107,695          | 107,297                       | 108,644          | 111,877          |

# Adjusted Earnings reconciliation

(a) Generally, EBITDA Adjustments and amortization of intangible assets have been tax effected using a federal rate of 35% and the applicable effective state rate, which was 3.30%, net of the federal tax benefit, for the periods presented, except as otherwise noted below.

(b) Represents the after-tax expense of non-qualified stock options for which the Company receives a tax deduction upon exercise, restricted stock awards for which the Company receives a tax deduction upon vesting, and the full expense impact of incentive stock options granted to employees that have vested and qualify for preferential tax treatment and conversely for which the Company does not receive a tax deduction. Share-based compensation for vesting of incentive stock options was \$0.9 million, \$1.1 million, \$1.2 million, \$1.3 million and \$1.6 million for the three months ended September 30, 2013, June 30, 2013, March 31, 2013, December 31, 2012 and September 30, 2012, respectively.

(c) Represents the after-tax expense of acquisition and related costs for which the Company receives a tax deduction. The three months ended March 31, 2013 includes a \$3.8 million reduction of expense related to the estimated fair value of contingent consideration for the stock acquisition of Concord that is not deductible for tax purposes.

(d) Represents the after-tax expense of equity issuance and offering costs related to the closing of a secondary offering in the second quarter of 2012. Results for the three months ended September 30, 2012 include the full expense impact of a \$3.9 million charge relating to the late deposit of withholding taxes related to the exercise of certain non-qualified stock options in connection with the Company's 2010 initial public offering, that is not deductible for tax purposes.

(e) Represents the expected tax benefit available to the Company from the accumulated net operating losses of Concord that arose prior to its acquisition by the Company; such benefits were recorded in the third quarter of 2012.

(f) Represents Adjusted Earnings, a non-GAAP measure, divided by weighted average number of shares outstanding on a fully diluted basis. Set forth is a reconciliation of earnings per share on a fully diluted basis, as calculated in accordance with GAAP to Adjusted Earnings per share:

|  | <u>Q3 2013</u> | <u>Q2 2013</u> | <u>Q1 2013</u><br>(unaudited) | <u>Q4 2012</u> | <u>Q3 2012</u> |
|--|----------------|----------------|-------------------------------|----------------|----------------|
| Earnings per share — diluted   | \$ 0.36        | \$ 0.42        | \$ 0.51                       | \$ 0.34        | \$ 0.31        |
| After-Tax:   |                |                |                               |                |                |
| EBITDA Adjustments per share   | 0.14           | 0.14           | 0.07                          | 0.10           | 0.12           |
| Amortization of intangible assets per share                                  | 0.06           | 0.05           | 0.06                          | 0.06           | 0.05           |
| Acquisition related benefit for a net operating loss carry-forward per share | —              | —              | —                             | —              | (0.01)         |
| Adjusted Earnings per share  | <u>\$ 0.56</u> | <u>\$ 0.61</u> | <u>\$ 0.64</u>                | <u>\$ 0.50</u> | <u>\$ 0.47</u> |