

As of October 31, 2024

(End of period \$ in billions, unless noted)	Oct 2024	Sep 2024	Aug 2024	Jul 2024	Jun 2024	May 2024	Apr 2024	Mar 2024	Feb 2024	Jan 2024	Dec 2023	Nov 2023	Oct 2023
Assets⁽¹⁾													
Advisory assets	910.6	892.0	869.5	850.6	829.1	809.4	775.5	793.0	768.4	740.7	735.8	702.3	653.6
Brokerage assets	762.7	700.1	690.6	678.7	668.7	655.0	637.5	647.9	634.9	621.1	618.2	598.2	565.8
Total Advisory and Brokerage Assets	1,673.3	1,592.1	1,560.1	1,529.3	1,497.8	1,464.4	1,413.0	1,440.9	1,403.3	1,361.8	1,354.1	1,300.4	1,219.4
Organic Net New Assets⁽²⁾⁽³⁾													
Organic net new advisory assets ⁽⁴⁾	8.8	11.0	5.4	6.8	9.2	9.9	7.4	7.5	6.4	2.4	8.1	6.7	5.7
Organic net new brokerage assets	(0.5)	0.5	1.1	2.2	1.6	1.3	(0.4)	0.4	0.4	(0.4)	1.1	1.7	1.5
Total Organic Net New Assets	8.3	11.4	6.6	9.0	10.8	11.2	7.0	7.9	6.8	2.0	9.2	8.4	7.2
Acquired Net New Assets													
Acquired net new advisory assets	21.3	0.2	0.2	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Acquired net new brokerage assets	67.0	0.1	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0
Total Acquired Net New Assets	88.3	0.3	0.3	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Net New Assets⁽⁵⁾													
Net new advisory assets	30.1	11.2	5.7	6.8	9.2	9.9	7.6	7.5	6.4	2.4	8.1	6.7	5.7
Net new brokerage assets	66.5	0.5	1.2	2.2	1.6	1.3	4.3	0.4	0.4	(0.4)	1.1	1.7	1.5
Total Net New Assets	96.6	11.7	6.8	9.0	10.8	11.2	12.0	7.9	6.8	2.0	9.2	8.4	7.2
Net brokerage to advisory conversions ⁽⁶⁾	1.1	1.2	1.3	1.0	1.2	1.2	1.2	1.3	1.3	1.0	1.0	0.9	0.8
Client Cash Balances													
Insured cash account sweep	34.7	32.1	30.4	31.1	31.0	31.8	32.5	32.6	33.2	33.7	34.5	33.8	33.5
Deposit cash account sweep	9.7	9.6	9.3	9.1	9.2	9.0	9.1	9.2	9.0	8.9	9.3	8.9	9.0
Total Bank Sweep	44.4	41.7	39.7	40.2	40.2	40.8	41.6	41.8	42.2	42.6	43.8	42.7	42.5
Money market sweep	2.6	2.3	2.2	2.3	2.3	2.3	2.3	2.4	2.3	2.4	2.4	2.4	2.4
Total Client Cash Sweep Held by Third Parties	47.0	44.0	41.9	42.5	42.5	43.1	43.8	44.2	44.5	45.0	46.2	45.2	44.9
Client cash account ⁽¹⁾⁽⁷⁾	1.3	1.8	1.4	1.5	1.5	1.3	1.9	2.1	1.5	1.9	2.0	1.5	1.7
Total Client Cash Balances	48.3	45.8	43.3	44.0	44.0	44.5	45.7	46.3	46.0	46.9	48.2	46.6	46.6
Net buy (sell) activity ⁽⁸⁾	12.5	12.2	12.6	12.9	12.1	15.0	12.3	12.9	13.0	12.0	10.8	11.3	10.7
Market Drivers													
S&P 500 Index (end of period)	5,705	5,762	5,648	5,522	5,460	5,278	5,036	5,254	5,096	4,846	4,770	4,568	4,194
Russell 2000 Index (end of period)	2,197	2,230	2,218	2,254	2,048	2,070	1,974	2,125	2,055	1,947	2,027	1,809	1,662
Fed Funds daily effective rate (average bps)	483	513	533	533	533	533	533	533	533	533	533	533	533

(1) Consists of total advisory and brokerage assets under custody at the Company's broker-dealer subsidiary, LPL Financial LLC ("LPL Financial").

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

Organic Net New Assets from Large Institutions	Oct 2024	Sep 2024	Aug 2024	Jul 2024	Jun 2024	May 2024	Apr 2024	Mar 2024	Feb 2024	Jan 2024	Dec 2023	Nov 2023	Oct 2023
Organic net new advisory assets	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Total Organic Net New Assets from Large Institutions	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3

(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, and \$1.0B of assets that off-boarded in July, August, September, and October 2024, respectively.

(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, and \$0.2B of assets that off-boarded in July, August, September, and October 2024, respectively.

(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.