LPL FINANCIAL AT-A-GLANCE

Thoughtful, balanced financial guidance is a fundamental need for everyone. We provide advisors and financial institutions the tools they need to develop meaningful, long-term client relationships. We help independent financial advisors support their clients with research, technology, compliance, access to an ever-growing array of products, continuing education, and more. Our dedicated Institution Services division focuses exclusively on the needs of financial institutions and their diverse clients.

FOUNDED IN

1989

through the merger of Linsco (est. 1968) and Private Ledger (est. 1973)

LARGEST INDEPENDENT BROKER/ DEALER

based on total revenue[1]

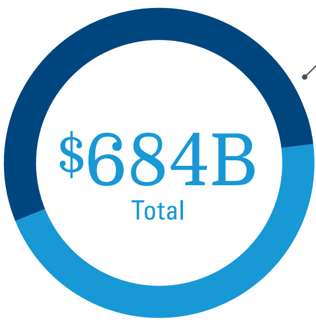
CORPORATE SNAPSHOT

$5.318B
Trailing 12-Month Gross Revenue

4,269
LPL Employees

16,189
Financial Advisors

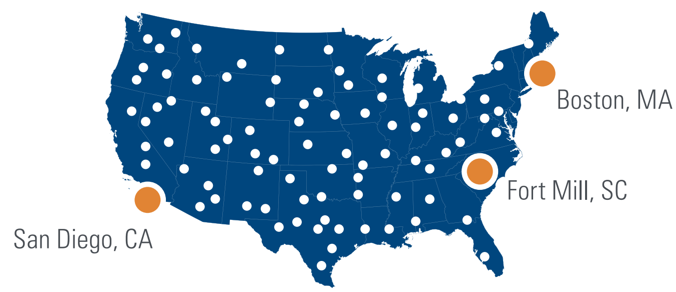
CLIENT ASSETS SERVICED AND CUSTODIED



$372.3B
Brokerage

$311.9B
Advisory

LPL FINANCIAL ACROSS AMERICA



LARGEST PROVIDER OF THIRD-PARTY INVESTMENT SERVICES TO BANKS AND CREDIT UNIONS

Based on revenue and number of financial institutions[2]

519
Banks

292
Credit Unions

THESE FINANCIAL INSTITUTION PARTNERS COMPRISE:

$116.1B
Brokerage and Advisory Assets

2,542
Financial Advisors

$767M
Trailing 12-Month Gross Revenue

Data as of 3/31/19

[1] As reported by *Financial Planning* magazine, June 1996–2018, based on total revenue.

[2] 2017/2018 Kehrer Bielan TPM Survey. Based on financial institution market share.

LPL Financial

LPL FINANCIAL AT-A-GLANCE

LPL RESEARCH

45
Number of Employees

12
Average Years of Industry Experience

40
Number of Advanced Degrees and Certifications

350+
Number of Portfolios Tailored to Specific Investment Objectives[3]

950+
Number of Approved or Recommended Managers

LPL IS NO. 1 WHEN RANKED BY GROSS REVENUE OF TOP 10 INDEPENDENT BROKER/DEALERS[4]

NO. 1 IN CUSTOMER LOYALTY

LPL and its advisors were ranked No. 1 in customer loyalty out of 30 leading financial distributor firms in the Market Strategies International Cogent Reports 2017 Investor Brand Builder study. The study also explored key drivers of investor loyalty, and LPL ranked No. 1 in satisfaction with all of the top five areas: **quality of investment advice; financial stability; easy to do business with; range of investment products and services; and retirement planning services.**[5]

LPL OFFERS ACCESS TO:

- RIA and Hybrid RIA
- Clearing and custody
- Insurance
- Trust services
- Fixed income and equities
- Retirement plans
- Mutual funds and annuities
- Advisory platforms
- Digital advice technology
- Financial planning
- Research
- Business consulting
- High-net-worth consulting
- Integrated technology platform
- Growth consulting
- Acquisition/succession planning

As the nation's largest independent broker/dealer, an RIA custodian, and the leading provider of third-party brokerage services to banks and credit unions, LPL backs the wisdom and experience of independent advisors with a catalog of services and resources, including:

- Objective market research
- Innovative technology with leading cybersecurity functionality
- Compliance oversight
- Ongoing practice consulting and training

[3] Asset and portfolio data through 3/31/19 for assets for which LPL Research has discretion.
[4] As reported by *Financial Advisor,* May 2018
[5] Market Strategies International (MSI), Cogent Wealth Reports, "Investor Brand Builder™: Maximize Purchase Intent Among Investors and Expand Client Relationships," November 2017. MSI surveyed 4,408 investors with $100,000 or more in investable assets between June 21, 2017, and August 8, 2017.

LPL Financial Foundation

MAKING A DIFFERENCE

The LPL Financial Foundation was established in order to give back in the communities where our clients and employees live and work. We provide direct financial support to charitable organizations, offer matching gifts for LPL advisor and employee contributions, and coordinate ongoing employee giving and volunteer activities.

LPL Financial