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. 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

$4,049M
Trailing 12-Month Net Revenue

14,377
Financial Advisors

3,988
Custom Clearing Services Subscribers

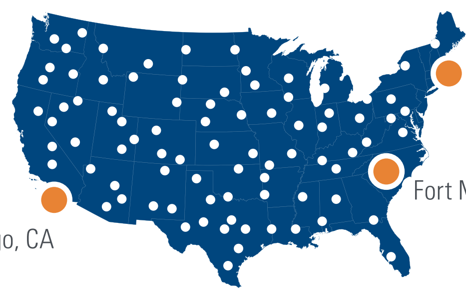
3,288
LPL Employees

CLIENT ASSETS SERVICED AND CUSTODIED

$297B
Brokerage

$212B
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]

451
Banks

287
Credit Unions

THESE FINANCIAL INSTITUTION PARTNERS COMPRISE:

$87.3B
Brokerage and Advisory Assets

2,207
Financial Advisors

$593.4M
Trailing 12-Month Net Revenue

1,489
Platform Advisors

[1] As reported by *Financial Planning* magazine, June 1996–2017, based on total revenue.
[2] 2016/2017 Kehrer Bielan TPM Survey. Based on financial institution market share.

LPL Financial

LPL FINANCIAL AT-A-GLANCE

LPL RESEARCH

~50
Number of Employees

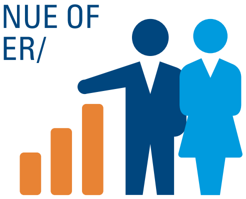
10
Average Years of Industry Experience

~40
Number of Advanced Degrees and Certifications

300+
Number of Portfolios Managed[3]

950+
Number of Approved or Recommended Managers[3]

LPL IS NO. 1 WHEN RANKED BY GROSS REVENUE OF TOP 15 BROKER/ DEALERS[4]



NO. 1 IN NET CUSTOMER LOYALTY

LPL and its advisors have been ranked No. 1 in net customer loyalty among 24 leading financial distributor firms in a 2015 Cogent Reports™ study, led by Investor Brandscape® and released by Market Strategies International. The study explores 10 categories of investor loyalty, and LPL scored among the top 5 in 7 of the 10 areas, including three No. 1 rankings, in **quality of investment advice, financial stability, and satisfaction of fees and expenses.**

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 catalogue of services and resources, including:

- Objective market research
- Innovative technology
- Compliance oversight
- Ongoing practice consulting and training

[3] Asset and portfolio data through 06/30/17 for assets for which LPL Research has discretion.

[4] As reported by *Financial Advisor,* April 2017

LPL Financial