

# LPL at a Glance

Thoughtful, balanced financial guidance is a fundamental need for everyone. We provide financial professionals and institutions the tools they need to develop meaningful, long-term client relationships. We help independent financial professionals 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.

## Corporate Snapshot

1989

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

\$5.71B

Trailing 12-Month Gross Revenue

17,168

Financial Professionals

4,658

LPL Employees

## Recognition

#1 Corporate Social Responsibility / Diversity<sup>1</sup>

#1 Technology<sup>1</sup>



## Client Assets Serviced and Custodied



\$404.4B

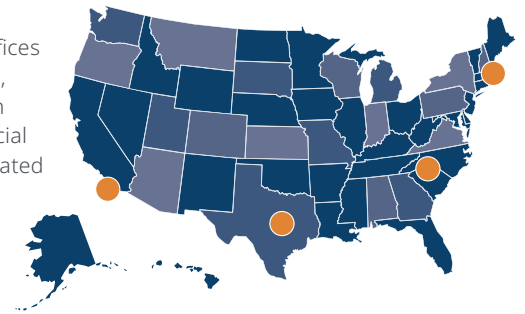
Brokerage

\$405.9B

Advisory

## LPL Across America

LPL has home offices in Austin, Boston, Fort Mill, and San Diego, and financial professionals located in all 50 states.



## Banks and Credit Unions

Largest provider of third-party investment services to banks and credit unions<sup>2</sup>



488

Banks

294

Credit Unions

These financial institution partners comprise:

\$36.6B

Advisory Assets

\$95.1B

Brokerage Assets

\$710.8M

Trailing 12-Month Gross Revenue

2,534

Financial Professionals

LPL backs the wisdom and experience of independent professionals with a catalog of services and resources, including:



Objective market research



Innovative technology with leading cybersecurity functionality



Compliance oversight



Ongoing practice consulting and training

Data as of September 30, 2020

<sup>1</sup> Source: 2019 WealthManagement.com Industry Awards

<sup>2</sup> 2019/2020 Kehler Bielan TPM Survey. Based on financial institution market share.



LPL Financial

### Personalized Support



Our 1:4 ratio of employees to financial professionals ensures they have the service and support to help exceed client expectations.

### No Proprietary Products



LPL has no proprietary investment products or investment banking operations. Financial professionals are empowered to make informed recommendations based on objective research and unique client goals.

### Objective Guidance



LPL's Research team of experts—analysts, strategists, economists, and investment and communications specialists—is focused on delivering objective guidance.

### Investing in What Matters

We invest hundreds of millions of dollars each year in key growth areas like Technology and Service, to ensure financial professionals thrive—now and in the future.

**\$154M**  
Technology

Our technology road map includes digitizing the advisor practice to drive efficiency and meet the growing demand for personalized advice at scale.

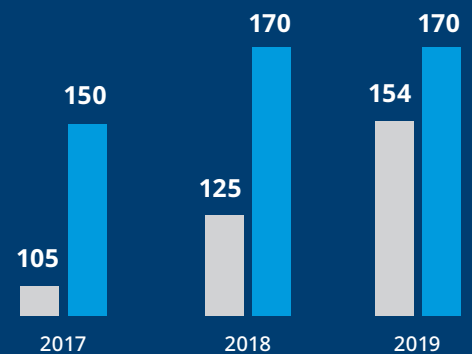
**\$170M**  
Service & Support

Nothing compares to the power of relationships. We're focused on attracting the right talent to provide unmatched service and support.

### Portfolio Spend

(in millions)

■ Technology ■ Service & Support



### 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 financial professional and employee contributions, and coordinate ongoing employee giving and volunteer activities.

This material was prepared by LPL Financial, LLC.

Securities and advisory services offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. To the extent you are receiving investment advice from a separately registered independent investment advisor that is not an LPL Financial affiliate, please note LPL Financial makes no representation with respect to such entity.

Not Insured by FDIC/NCUA or Any Other Government Agency	Not Bank/Credit Union Guaranteed	Not Bank/Credit Union Deposits or Obligations	May Lose Value
---	----------------------------------	---	----------------