

LPL FINANCIAL AT-A-GLANCE

LPL Supports Your Financial Advisor Who Serves You

FOUNDED IN

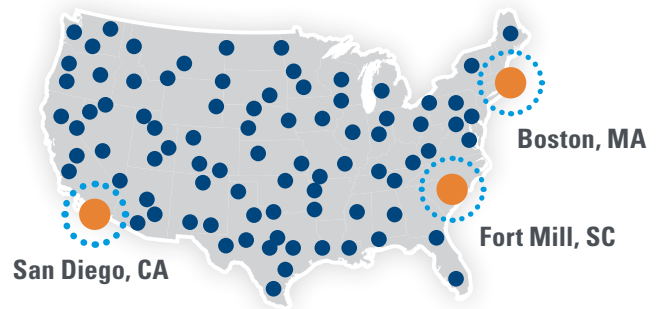
Est. 1968
Linsco

1989

Est. 1973
Private Ledger

through the merger of Linsco and Private Ledger

LPL FINANCIAL LOCATIONS ACROSS AMERICA



EMPLOYEES



3,254

INDEPENDENT ADVISORS



14,185

ASSETS



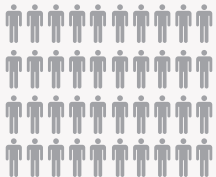
\$502B¹

BROKER/DEALER



Largest Independent Broker/Dealer² (based on total revenue) and the Fifth Largest (by number of advisors)²

LPL RESEARCH



~50

Number of Employees



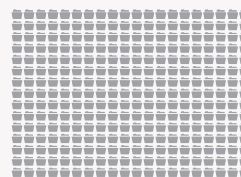
10

Average Years of Industry Experience



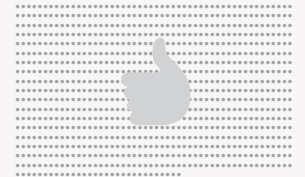
~40

Number of Advanced Degrees and Certifications



300+

Number of Portfolios Managed¹



950+

Number of Approved or Recommended Managers¹



NO. 1 IN NET CUSTOMER LOYALTY³

LPL and its advisors have been ranked **No. 1 in net customer loyalty** among 24 leading financial distributor firms in a 2016 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 five in seven of the 10 areas, including three No. 1 rankings, in:

- **Quality of investment advice**
- **Financial stability**
- **Satisfaction of fees and expenses**



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,⁴ including:

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

¹ Asset and portfolio data through 03/31/2017 for assets for which LPL Research has discretion.

² As reported by *Financial Planning* magazine, June 1996 – 2016, based on total revenue.

³ Market Strategies International/Cogent Wealth Reports: Investor Brandscape; December 2016 – Survey of 3,901 U.S. adults with at least \$100,000 of investable assets

⁴ 2015/2016 Kehler Bielan TPM Survey. Based on Financial Institution Market Share