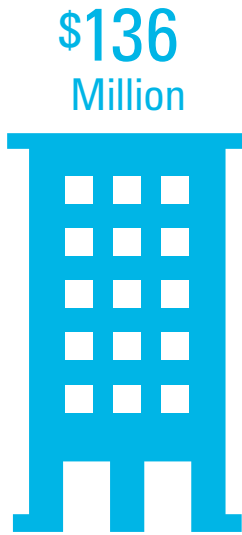


A Leader in RIA Custody

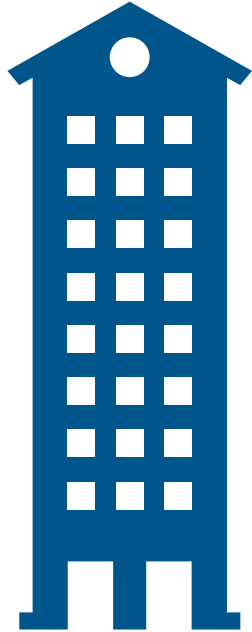
Large RIA firms choose LPL Financial*



Leading Custodians

Average of five largest custodians based on assets under custody

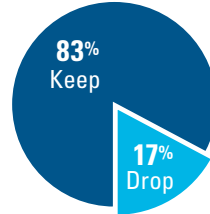
\$214 Million



LPL Financial

Average RIA assets under custody

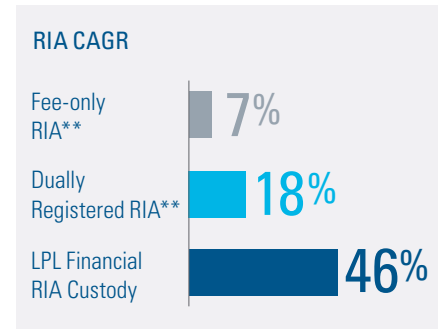
Is the Hybrid RIA a trend or here to stay?



Here to stay:

Only 17% of dually registered RIA firms indicate a willingness to drop their broker/dealer affiliation**

LPL Financial RIA Custody Asset Growth



Compound Annual Growth Rate: 2009–2011**
Most recent data available

Why LPL Financial?

A fully integrated solution for any business model

Whether choosing the RIA or Hybrid RIA model, LPL Financial partners with advisors to determine the best model for them at each stage of growth.

Advisors are no longer pulling all the pieces together, and are free to form their own RIA without abandoning their broker/dealer business.



*Cerulli Associates, RIA Service Agent Survey, 4Q 2012

**Cerulli Quantitative Update • State of the RIA Marketplace 2012