PARTNERING IN YOUR GROWTH STRATEGY

What LPL and CGAN Can Achieve Together

Presented by Gary Carrai, EVP,
LPL Advisor Business Strategy

AGENDA

LPL Overview

1989

LPL is founded through the merger of Linsco and Private Ledger

$1T+

Brokerage and advisory client assets, serviced or custodied

21K+

Financial professionals serviced

Fortune 500

Ranked 442 on the 2022 Fortune 500 list

Growing big by thinking small

We believe in cultivating an environment for our advisors that feels like a community with a sense of belonging that enables you and your business to grow.

Industry Leading Performance

Our advisor retention rate and NPS scores have continued to improve throughout our growth

Investing in What Matters

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

PERSONALIZED SERVICE

INNOVATIVE TECHNOLOGY

OBJECTIVE MARKET RESEARCH

DEDICATED SUPPORT

Our vision is to become the leader across the entire advisor-centered marketplace

PLAY 1

Meeting advisors where they are in the evolution of their practices

Deepen our participation across traditional independent and third-party bank channels

—

Redefine our industry with transformative RIA Custody

PLAY 2

Helping advisors differentiate and win end-clients

Create a leading end-to-end platform for advisors

—

Develop and enhance end-client experiences

PLAY 3

Delight advisors and their clients with industry-leading experiences

Transform our service model into a customer care model

—

Drive performance, efficiency and scale with a real-time, digital operating model

—

Develop excellence in continuous improvement

PLAY 4

Helping advisors run the most successful businesses in the industry

Raise quality of execution and likelihood of success through our Services Group

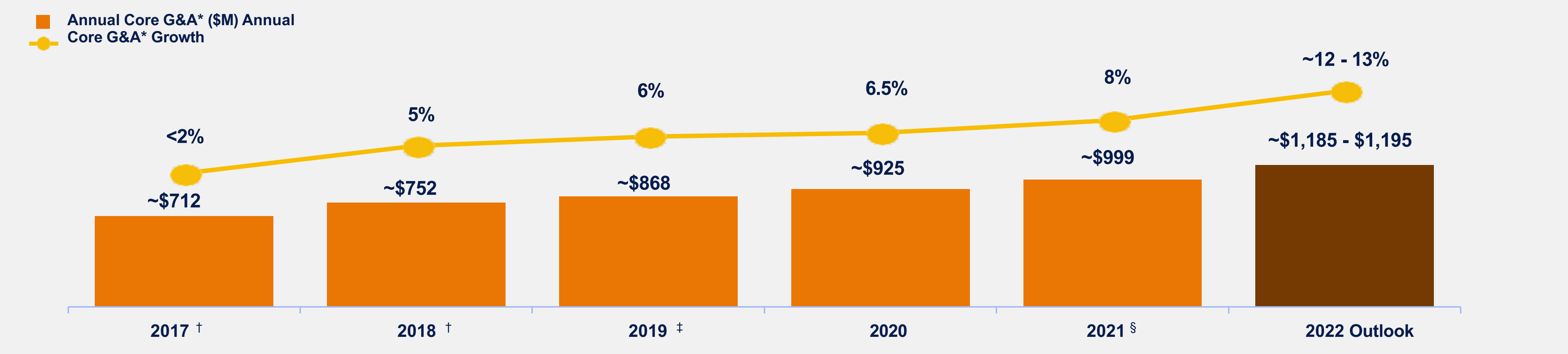
—

Deliver comprehensive financial advice and planning services

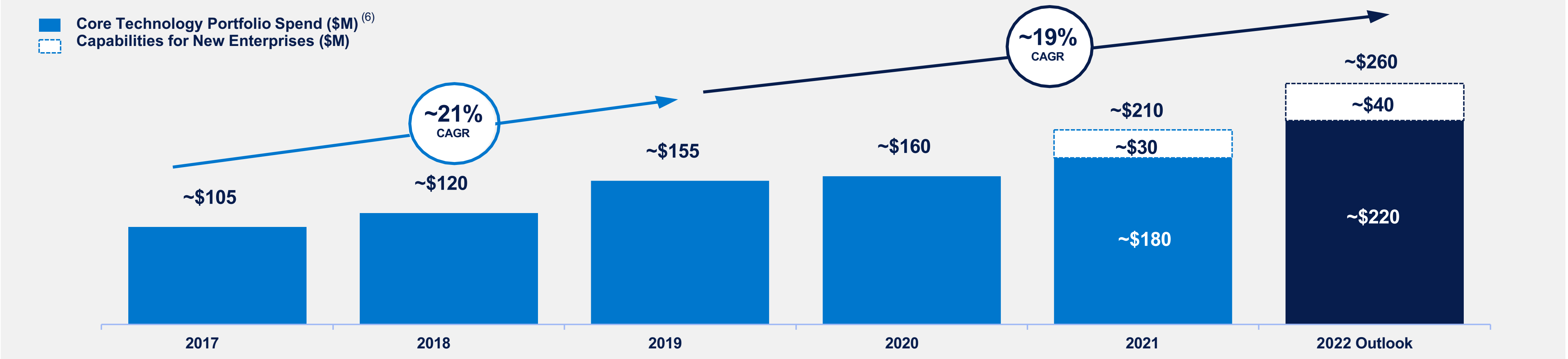
—

Unlock growth, succession and protection through innovative growth and capital solutions

We are advancing capabilities to enhance your advisor value proposition



Focus on Technology



† Prior to NPH and AdvisoryWorld
‡ 2019 Core G&A* growth is based on the Company's total 2018 Core G&A*
§ Prior to Waddell & Reed

Recent Industry Activity and Trends

TREND	LPL RESPONSE
Financial Planning Tools Based on advisor feedback, FP tools deliver the highest ROI compared to other software in the tech stack	**Establishing New Partnerships** to provide more robust software support and increased availability
SEC Regulations proposed 32 rules in 2022 (vs. 11 in 2021) and is expected to propose a similar amount in 2023	LPL participated in the comment letter process, **advocating** for a narrower definition of covered functions so our advisors can continue to use their preferred vendors without significant disruption.
Retiring Advisors Nearly 40% of advisors in the RIA channels anticipate retiring or stepping back from their businesses over the next decade.	**LPL Succession Planning Group** Provides assistance to help you sell your practice and grow your practice through the strategic acquisition of other practices
Growth of RIA Landscape By 2026 RIAs are projected to manage 33% of advisor assets	**LPL is committed to our custody offering as an emerging player**

HOW IS LPL DIFFERENT?

LPL's differentiators from other custodians, broker dealers, and financial institutions

- **We don't have a direct consumer business** - Our only business is helping advisors succeed. Unlike other leading custodians, we do not offer a direct-to-consumer business and we will never compete for your clients.
- **Our advisor-centric business model** – We're not a bank, we have no investment or market-making activities- *100% of our focus and investment is on supporting financial advisors.*
- **We don't have proprietary products** - We'll never push advisors to sell our products and act in a way not in the best interest of their clients. Our fiduciary duties are aligned with yours.
- **We don't sell order flow** – Our advisors can rest assured they're getting the best execution possible.
- **We're a value-driven custody provider -** LPL offers value-added services and delivers an elevated supported feel in terms of relationship management, service etc. to help you service your clients more efficiently

EXPERIENCE MORE WITH LPL FINANCIAL

LPL is the only custodian with an integrated brokerage offering that doesn't rely on another firm

Today, and for years to come, CGAN Advisors can depend on LPL to deliver:

- **A comprehensive custody platform** to support both fee-only and hybrid firms. Hybrid firms will be able to provide their clients with one consolidated statement that combines advisory and brokerage accounts.
- **Award-winning technology and an open architecture platform** that allow you to customize your digital experience with leading third-party platforms.
- An assigned Service360 team exclusively focused on delivering you **a personal, direct, and specialized service experience.**
- **A dedicated relationship manager** to support strategic growth initiatives and ensure maximum benefit of LPL's resources.
- **Industry-leading practice management solutions,** with preferred access to hands-on, dedicated experts who support your RIA's ongoing operations.

All capabilities are bundled under **one strategically aligned platform fee that's designed to grow with your business,** ensuring we're only successful when you're successful.

We are providing value-added capabilities for CGAN advisors

Horizontal expansion strategy

Meet advisors where they are in their practice by providing flexible solutions to help them design the perfect practice for their clients

Support your needs to serve all advisors in the advisor-mediated marketplace

Flexibility

Vertical integration strategy

Deliver advisors end-to-end solutions that are higher quality, better integrated, easier to use

Provide value-added capabilities that empower advisors to:

- Give great advice to differentiate & win
- Operate and run high-performing businesses

Capabilities

Foundation: *Infrastructure that supports scalability, flexibility, and resiliency is core to our value proposition*

Our operating platform delivers industry-leading flexibility and integrated workflows

Lead with choice and flexibility

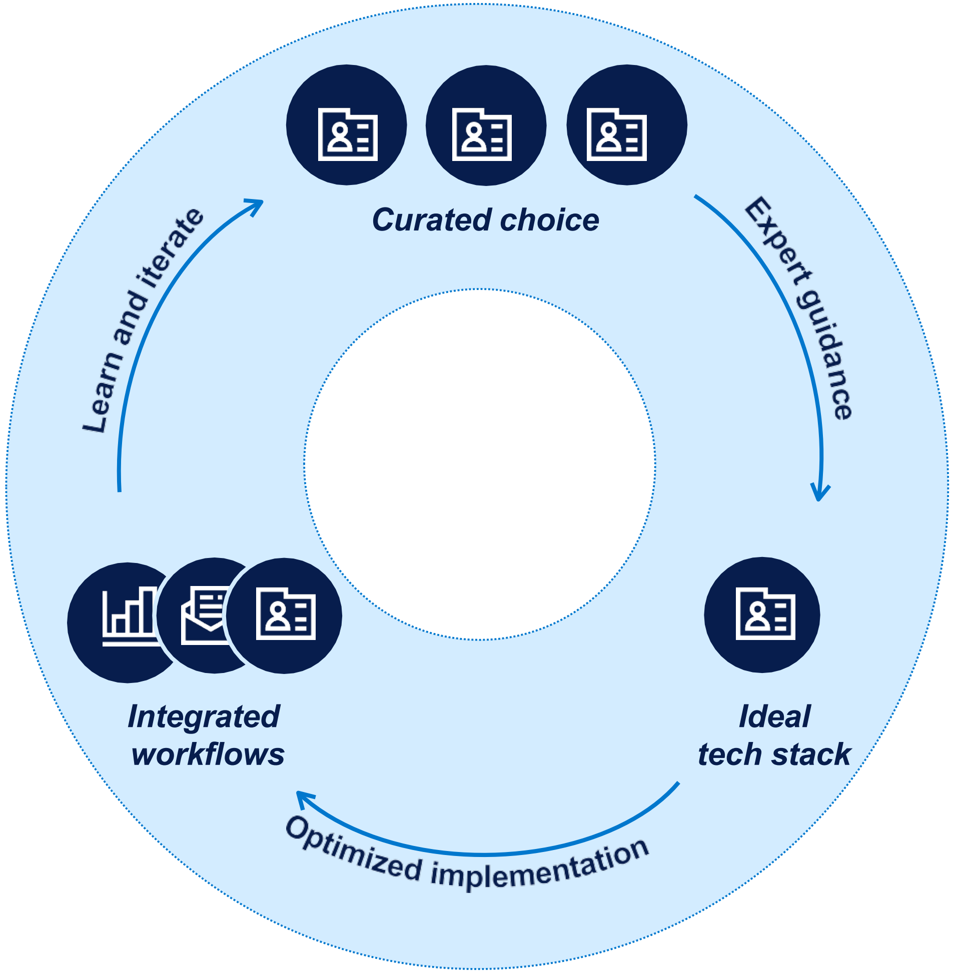
- Promote optionality by integrating a broad array of third-party tools
- Design and deliver proprietary capabilities as needed

Guide advisors to best-fit solutions

- Leverage unique expertise to match advisors to the right capabilities
- Guide advisors to optimized solutions, with an emphasis on human support

Streamline integrated workflows

- Make it easy for advisors to execute seamlessly across our ecosystem
- Provide access to practice management insights to drive advisor growth



LPL capabilities to support your growth

Technology Consulting	These experienced tech experts help with the evolution of your tech stack.
Financial Planning	Grow your financial planning practice and ensure you can answer all your clients' questions with the support of our CERTIFIED FINANCIAL PLANNER (CFP®) professionals.
LPL Research	Access one of the industry's largest independent research teams, who provides financial advisors with the information needed to help investors pursue their unique goals.
Marketing Consulting	The team can evaluate and help optimize your current marketing efforts, collaborate with you to develop a brand, and introduce you to new tools and strategies.
Private Client and Private Trust Company	Compete for, win, and retain high-net-worth clients with access to specialized experts who can give you advice and implementation strategies for this market.
Wealth Consulting	Work with a local regional consultant to find the support, tools, and resources necessary to serve additional assets among existing clients and seek new growth opportunities.

Get back time and enhance your capabilities

Our services are engineered specifically to help you with time-consuming tasks. This leaves you free to maximize your time, focus on your clients, and impact your business in ways that matter most.

Paraplanning Services
Our team can help you scale your business

Partial Book Sales
Create capacity to do more by right sizing your business

M&A Solutions
Make your merger or acquisition easier and more cost effective

Marketing Solutions
Digital marketing to connect with clients and generate prospects

Tax Planning
Our tax professionals help ensure all elements of a client's financial plan provide the utmost tax efficiency

Admin Solutions
Reduce daily tasks with LPL trained administrative help

Assurance Plan
Safeguard the value of your business and protect your legacy

Bookkeeping Services
Streamline your business decisions with accurate and timely financial reports

CFO Solutions
Optimize the growth, scale, and profitability of your business

Digital Office
Protect your practice with our cybersecurity and cloud storage solutions

Where is LPL headed, what's on the horizon?

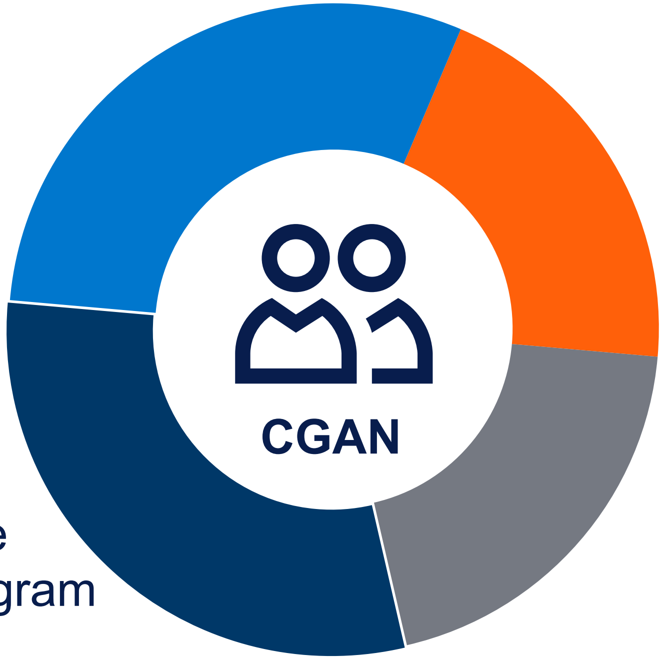
Advisors are at the center of everything we do—we invest in our partnership with you

Managing Your Practice

- Succession Planning and Advisor Services
- Streamlined dashboard for all users to check status, resend, or cancel eSignature agreements as needed

Caring for You

- Sign up your support staff for the Assistant Skills Certification Program
- Automate OBA submissions and approvals
- Experience new Branch Exams, including a pre-audit questionnaire to streamline examinations



Managing Your Clients

- New tooling integrations on LPL's Account View 2.0 platform
- Integrated cash management solutions
- New eSignature dashboard with Adobe Sign

Managing Your Wealth

- Expanded equity separately managed account (SMA) strategy options
- Integrated proposal generation tool
- Tax planning services

Questions

THANK YOU

Gary Carrai, CFA
Executive Vice President
Advisor Business Strategy
LPL Financial

Gary Carrai is the Executive Vice President of Advisor Business Strategy, with a specific focus on growth and development of advisory business lines including, RIA custody, corporate RIA, Strategic Wealth, and W2 affiliations.

Gary has had previous leadership roles at LPL, including oversight of investment and technology partnerships, the retirement plan business, and product ownership of the centrally managed platforms. Prior to joining LPL, Gary was a co-founder of Fortigent, a company that provides performance reporting, research and practice management to registered investment advisors and banks. Earlier in his career, Gary was a financial advisor with a fast growing RIA/Multi-Family Office (Lydian Wealth Management).

Gary has a Bachelor of Science degree in Finance from Indiana University of Pennsylvania and is a Chartered Financial Analyst (CFA) and a member of the CFA Institute and the Washington Society of Investment Analysts (WSIA). He lives in Charlotte, NC with his wife and three children and is a die-hard Pittsburgh Steelers fan.