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Cetera Financial Group Enhances Executive Team with Appointment of Jeffrey R. Buchheister as Chief Financial Officer

New CFO Brings 22 Years of Industry Experience to Support Cetera's Growth Strategy and Develop Robust Finance Function

LOS ANGELES, CA – Cetera Financial Group (Cetera), ("Cetera" or "the Company") *, a leading network of independent broker-dealer firms, today announced that industry veteran Jeffrey R. "Jeff" Buchheister has been appointed Chief Financial Officer, effective August 2. In this role, Mr. Buchheister, 44, will report directly to R. Lawrence "Larry" Roth, Chief Executive Officer of Cetera Financial Group.

With more than 22 years of financial services industry experience, Mr. Buchheister brings to Cetera a broad set of leadership, management and technical capabilities in the areas of finance, accounting and operations. In his new position, he will serve as a member of Cetera's executive leadership team to support the company's growth strategy and vision by developing a robust, best-in-class finance function at the Cetera network level.

Mr. Buchheister most recently served as Executive Vice President and Chief Accounting Officer for LPL Financial, where he provided strategic leadership and oversight for the corporate accounting, tax and external reporting functions. Prior to that position, during his 13 years at LPL Financial, he held a series of leadership roles at the corporate and business unit levels. Before joining LPL Financial, Mr. Buchheister was a senior manager at Deloitte, where he managed audit and audit-related consulting engagements for financial services companies including E*Trade, American Funds, Pacific Life and TCW.

Mr. Roth commented, "We are excited to have a senior corporate finance and accounting professional of Jeff's caliber and proven industry experience join us to serve on our leadership team. His many years in the retail independent financial advice space in operational and corporate executive roles, combined with his high-level financial skills, made him an ideal choice for this pivotal position. With our strategic transformation into a well-capitalized and privately-held Cetera-only organization successfully completed, our focus has been on enhancing our executive team and Board structure to best position our company to capitalize on the many opportunities we see ahead. In this fast-evolving industry, we will undoubtedly benefit from Jeff's expertise and counsel. I look forward to working with him, in the service of all our member firms, the financial advisors and institutions we support across the country, and their clients."

Mr. Buchheister said, "I am thrilled to join the Cetera executive team at this watershed moment in the Company's corporate evolution. There are tremendous opportunities ahead for Cetera as a newly independent, private entity, especially during a time when the industry environment is so competitive, fast-moving, and complex. I look forward to working with the Cetera team for the benefit of our advisors and their clients, and for our new shareholders who have placed their confidence in us."

Mr. Buchheister received a bachelor's degree in business economics from the University of California, Riverside. He is a licensed CPA and holds Series 7, 24, 27 and 63 securities registrations.

About Cetera Financial Group®

Cetera Financial Group ("Cetera") is a leading network of independent retail broker-dealers empowering the delivery of objective financial advice to individuals, families and company retirement plans across the country through trusted financial advisors and financial institutions. Cetera is the second-largest independent financial advisor network in the nation by number of advisors, as well as a leading provider of retail services to the investment programs of banks and credit unions.

Through its multiple distinct firms, Cetera offers independent and institutions-based advisors the benefits of a large, established broker-dealer and registered investment adviser, while serving advisors and institutions in a way that is customized to their needs and aspirations. Advisor support resources offered through Cetera include award-winning wealth management and advisory platforms, comprehensive broker-dealer and registered investment adviser services, practice management support and innovative technology. For more information, visit www.ceterafinancialgroup.com.

* "Cetera Financial Group" refers to the network of retail independent broker-dealers encompassing, among others, Cetera Advisors, Cetera Advisor Networks, Cetera Investment Services, marketed as Cetera Financial Institutions, Cetera Financial Specialists, First Allied Securities, Girard Securities, Legend Equities Corporation and Summit Brokerage Services.

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