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Ladenburg's Highland Capital Brokerage Subsidiary Launches Hybrid Long-Term Care Insurance Desk to Support Financial Advisors

New Resource from Leading Brokerage of Life Insurance Solutions Offers Crucial Education and Training in Rapidly-Evolving Hybrid Insurance Sector, Helps Advisors Align Appropriate Solutions with Client Needs

Demonstrates Ongoing Commitment to Provide Industry-Leading Resources and Solutions to Support the Growth of Advisors Affiliated with Ladenburg Subsidiaries

MIAMI--(BUSINESS WIRE)-- Ladenburg Thalmann Financial Services Inc. (NYSE American: LTS, LTSL, LTS PrA, LTSF, LTSK) ("Ladenburg"), a publicly-traded, diversified financial services company, announced today that its Highland Capital Brokerage ("Highland") subsidiary has completed the launch of its new Hybrid Long-Term Care Insurance Solutions Desk. The new resource provides advisors affiliated with Ladenburg's independent advisory and brokerage (IAB) subsidiaries with education, training and sales support in order to identify and implement effective solutions in the fast-growing hybrid long-term care insurance market for their clients. Highland Capital Brokerage is a leading independent brokerage of life insurance solutions nationwide.

The launch of the Hybrid Long-Term Care Insurance Solutions Desk marks the latest step in Ladenburg's ongoing strategic effort to leverage its financial resources, intellectual capital, and nationwide scale to provide industry-leading solutions that directly support the long-term growth and success of advisors affiliated with each of its five IAB subsidiary firms: Securities America, Triad Advisors, KMS Financial Services, Investacorp and Securities Service Network (SSN).

By helping advisors understand the broad range of emerging options in the market for hybrid insurance solutions – which combine life insurance policies with long-term care benefits, among other models – and providing access to a comprehensive array of solutions from leading carriers, Ladenburg and Highland are positioning advisors to address sources of profound and growing anxiety for individuals and families across the country, such as increases in longevity that could raise clients' risk of outliving their retirement savings and encountering expensive late-life health problems.

Adam Malamed, Executive Vice President and Chief Operating Officer of Ladenburg, said, "As major demographic shifts such as rising lifespans continue to present new challenges for individuals and families nationwide, Ladenburg is fully committed to giving advisors

affiliated with our IAB subsidiaries the tools, resources and expertise they need to effectively address these issues and keep clients' retirement plans on track. The hybrid long-term care insurance market has seen significant growth in recent years as carriers have introduced solutions that can provide clients with greater retirement security through innovative approaches to long-term care coverage, among other areas. By helping our advisors stay on top of the options in this vital and fast-changing sector through our Hybrid Long-Term Care Insurance Solutions Desk, Ladenburg and Highland Capital Brokerage are positioning them for continued growth by empowering them to address their clients' most pressing long-term concerns."

Jim Gelder, CEO of Highland Capital Brokerage and Ladenburg Thalmann Annuity Insurance Services (LTAIS), said, "When advisors have access to more versatile insurance offerings, they can better solve for clients' long-term health needs while also addressing their life insurance needs. These added resources improve the ability of advisors to provide holistic guidance that can protect a broad spectrum of clients. This initiative reflects how Highland and Ladenburg continue to anticipate how the insurance market is evolving, so we can develop the tools for advisors to capitalize on those insights."

The Hybrid Long-Term Care Insurance Solutions Desk is currently available to advisors affiliated with all of Ladenburg's IAB subsidiaries. The desk provides education, training and sales support for advisors who are seeking to learn more about deploying hybrid policies, and helps them select appropriate solutions for specific clients. There is no additional charge to advisors to utilize the desk.

Paul Lofties, Senior Vice President of Wealth Management for Ladenburg, said, "We are very pleased to have completed the rollout of our Hybrid Long-Term Care Insurance Solutions Desk for advisors across all of Ladenburg's IAB subsidiaries. For clients, outliving their retirement funds and encountering a health problem late in life is one of their biggest worries. In the past, though, many long-term care policies were not well-tailored to address these concerns. With this new value-added service offering, Ladenburg and Highland have moved quickly to ensure that our advisors have the most relevant expertise and solutions possible through our broader Wealth Management platform to help them navigate the increasingly-crucial hybrid insurance solutions market and address an area of fast-growing concern among households across the country."

About Ladenburg

Ladenburg Thalmann Financial Services Inc. (NYSE American: LTS, LTSL, LTS PrA, LTSF, LTSK) is a publicly-traded diversified financial services company based in Miami, Florida. Ladenburg's subsidiaries include industry-leading independent advisory and brokerage (IAB) firms Securities America, Triad Advisors, Securities Service Network, Investacorp and KMS Financial Services, as well as Premier Trust, Ladenburg Thalmann Asset Management, Highland Capital Brokerage, a leading independent life insurance brokerage company, Ladenburg Thalmann Annuity Insurance Services, a full-service annuity processing and marketing company, and Ladenburg Thalmann & Co. Inc., an investment bank which has been a member of the New York Stock Exchange for over 135 years. The company is committed to investing in the growth of its subsidiaries while

respecting and maintaining their individual business identities, cultures, and leadership. For more information, please visit www.ladenburg.com.

About Highland Capital Brokerage

Highland Capital Brokerage is a national brokerage company providing point-of-sale support, advanced marketing and creative estate and business planning techniques to financial advisors and insurance professionals. We deliver these services in an efficient, client-focused environment that extends to carrier and product expertise, underwriting negotiation, and complete back office processing. Our core competencies include life insurance, annuities and long term care. Highland delivers objective access to major insurance carriers, advanced planning support, expertise in risk underwriting, and back office processing to insurance brokers, financial planners and various institutions such as banks, wirehouses, and certified public accountant firms. To learn more about Highland Capital Brokerage, visit www.highlandbrokerage.com.

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This press release includes certain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding future growth, growth of our independent advisory and brokerage business and growth of our insurance brokerage business. These statements are based on management's current expectations or beliefs and are subject to uncertainty and changes in circumstances. Actual results may vary materially from those expressed or implied by the statements herein due to changes in economic, business, competitive and/or regulatory factors, including the SEC's proposed rules and interpretations concerning the standards of conduct for broker dealers and investment advisers when dealing with retail investors, future cash flows, a change in the Company's dividend policy by the Company's Board of Directors (which has the ability in its sole discretion to increase, decrease or eliminate entirely the Company's dividend at any time) and other risks and uncertainties affecting the operation of the Company's business. These risks, uncertainties and contingencies include those set forth in the Company's annual report on Form 10-K for the fiscal year ended December 31, 2017 and other factors detailed from time to time in its other filings with the SEC. The information set forth herein should be read in light of such risks. Further, investors should keep in mind that the Company's quarterly revenue and profits can fluctuate materially depending on many factors, including the number, size and timing of completed offerings and other transactions. Accordingly, the Company's revenue and profits in any particular quarter may not be indicative of future results. The Company is under no obligation to, and expressly disclaims any obligation to, update or alter its forward-looking statements, whether as a result of new information, future events, changes in assumptions or otherwise, except as required by law.

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