Managing partner profile: Penny Pennington

Penny Pennington is the managing partner of Edward Jones, a leading financial services company dedicated to helping its 9 million clients with $2.2 trillion in client assets under care.

Pennington is leading Edward Jones as it achieves its next bold ambition — serving more clients, more completely, as a financial planning and advice firm that is client-focused, knowledge-powered and relationship-first. The firm's approximately 55,000 associates, including more than 20,000 financial advisors throughout the U.S. and Canada, are committed to helping clients achieve financially what matters most to them.

Under her leadership, Edward Jones delivers on its purpose to partner for positive impact to improve the lives of its clients and colleagues, and together, better its communities and society. With more branch offices in more communities than any other financial services firm, Edward Jones seeks to lift more people up through three areas of focus: partnering for lasting financial strength, promoting healthier futures and advancing inclusive growth.

Pennington began her career with Edward Jones as a financial advisor in 2000 after a 14-year career in banking and was named a firm principal in 2006. She held various leadership roles in the firm's St. Louis headquarters before being named managing partner in 2019. She has a bachelor's degree from the University of Virginia and an MBA from Kellogg School of Management at Northwestern University, and she was named No. 63 on the Fortune Most Powerful Women* list in 2025.

Pennington is a member of the Business Roundtable and serves on the boards of the Federal Reserve Bank of St. Louis, the Donald Danforth Plant Science Center and the Washington University in St. Louis Board of Trustees.

*2025 Fortune Most Powerful Women™ published May 2025, data as of March 2025. Compensation provided for using, not obtaining, the rating. From Fortune, ©2025 Fortune Media IP Limited. All rights reserved. Used under license.

Firm profile

About Edward Jones

For over 100 years, Edward Jones has worked to create a better future for our clients and their families and communities, one relationship at a time.

Our advice is based on a disciplined, established process that centers on our clients, who are individual investors, and the goals they're trying to achieve.

Each client benefits from a personalized relationship with their financial advisor, who is supported by the resources of a *Fortune*® 500 firm. Every aspect of the firm's business — from the types of products and services we offer to the locations of our branch offices — is designed to cater to individual investors in the communities in which they live and work. This business model has helped fuel remarkable growth for the firm and helped clients realize the possibilities for their futures.

Our purpose

Edward Jones is committed to partnering for positive impact to improve the lives of our clients and colleagues, and together, better our communities and society.

Our impact

With nearly 16,000 locations in North America, Edward Jones has more branch offices throughout the United States than any other brokerage firm: Annual revenue has grown from $16 million in 1977 to nearly $16.3 billion today. We employ approximately 55,000 people, including more than 20,000 dedicated and passionate financial advisors to serve, educate and support more than 9 million clients in achieving what matters most to them.

Our philosophy

The firm's investment philosophy — investing for the long term in quality investments aligned with our clients' goals and risk tolerance — appeals to clients who value clear and straightforward guidance as they work toward long-term goals. Our branch-office business model allows financial advisors to discuss personalized strategies with each individual client, with the goal of developing lasting relationships to help keep them on track toward their goals.

Financial advisors

In addition to career financial advisors, Edward Jones financial advisors come from all backgrounds. Each one contributes unique strengths, ideas and life experiences. They take the time to get to know our clients and think like them, not just about them — helping them navigate their financial journeys.

Good news is always worth sharing

There has been a lot of good news about Edward Jones. We hope to build on these accomplishments.

FORTUNE® **500** June 2025

Named to the *Fortune*® magazine annual listing of the largest U.S. companies by revenue, now for 13 consecutive years, ranking No. 260 in 2024 with nearly $16.3 billion in net revenue in 2024.[1]

FORTUNE® **100 BEST COMPANIES** April 2025

Named one of the “100 Best Companies to Work For®” by Great Place to Work® and *Fortune*® magazine, ranking No. 24 overall.[1]

TRAINING April 2025

Named a top company for training for 25 consecutive years, ranking No. 17 on *Training* magazine’s APEX Awards list.[2]

FORTUNE® **MOST ADMIRED** January 2025

Named to the *Fortune*® magazine World’s Most Admired Companies list, ranked No. 5 in the category of Securities/Asset management.[1]

BARRON’S TOP 1,200 FINANCIAL ADVISORS RANKING March 2025

The Barron’s Top 1,200 Financial Advisors ranking is one of the most respected industry benchmarks for individual advisor performance. Published annually, this ranking recognizes top advisors from across the country who demonstrate excellence in delivering comprehensive wealth management, strong client outcomes and deep industry knowledge.[3]

MOST POWERFUL WOMEN May 2025

Managing Partner Penny Pennington named No. 63 on *Fortune*® magazine’s 2025 Most Powerful Women in Business.[1]

1 *Fortune*® awards and rankings:

- Fortune 500® 2013–25 published May–June each year, data as of December of prior year. Compensation provided for using, not obtaining, the rating. ©2025 Fortune Media IP Limited. All rights reserved. Used under license.
- 2025 Fortune 100 Best Companies to Work For, published April 2025, research by Great Places to Work, data as of July 2024. Compensation provided for using, not obtaining, the rating. From Fortune, ©2025 Fortune Media IP Limited. All rights reserved. Used under license.
- 2025 Fortune World’s Most Admired Companies™ list published January 2025, in partnership with Korn Ferry, data as of November 2024. Compensation provided for using, not obtaining, the rating. From Fortune, ©2025 Fortune Media IP Limited. All rights reserved. Used under license.
- 2025 Fortune Most Powerful Women™ published May 2025, data as of March 2025. Compensation provided for using, not obtaining, the rating. Fortune, ©2025 Fortune Media IP Limited. All rights reserved. Used under license.

2 2000–25 Training Magazine Training Apex Award, published 1st quarter each year, data as of September of prior year, an application fee was required for consideration.

3 2025 Barron’s Top 1,200 Financial Advisors, published March 2025, data as of September 2024. Compensation provided for using, not obtaining, the rating. The rating is not based on quality of investment advice, investment performance or client feedback.

Firm history

Edward D. Jones Sr. founded the firm that bears his name in 1922. Through the 1940s, the company was typical of most New York Stock Exchange firms, with this distinction: Representatives from Edward Jones were called "TNT brokers" because they traveled the countryside surrounding the company's office in St. Louis from Tuesday to Thursday, serving clients in rural Missouri and Illinois.

In 1948, Edward D. "Ted" Jones Jr., son of the founder, returned to the family business after studying agriculture at the University of Missouri and working on Wall Street. While working his territory in rural Missouri and Illinois, he began experimenting with the concept of locating branch offices in communities outside St. Louis. In 1957, he hired a representative in Mexico, Mo., and with the opening of this first branch office, a new era began.

In the 1970s, firm leaders realized the appeal of Edward Jones was not based on rural geography. The firm appeals to a long-term individual investor anywhere. The firm began expanding into metropolitan areas, starting with Chicago and Dallas. Today, more than 70% of Edward Jones branch offices are in urban and suburban markets.

By 1980, the branch-office network had grown to 304 branch offices nationwide. It was then that Ted Jones handed the reins of the firm to John Bachmann, who served as managing partner until December 2003. Bachmann began his Edward Jones career in 1959 as a college intern, sweeping out the basement of the firm's headquarters. He was a successful financial advisor in the 1960s before returning to the home office, where he gained experience in a number of areas before being named managing partner in 1980.

Under Bachmann's leadership, the firm built on its philosophy of serving the needs of serious, long-term individual investors from one–financial advisor branch offices and moved to the forefront of the industry in terms of technology and training. The colleagues closest to Bachmann throughout his career credit his vision, strategic focus, leadership and commitment to Edward Jones' culture for making the firm one of the best places to work in America.

Douglas E. Hill, chief operating officer from 1998 through 2003 and managing partner in 2004 and 2005, continued the firm's tradition of bringing personal investment services to an ever-increasing number of individual investors in communities across the country. With the firm's nationally recognized training program, which Hill helped develop after having been a successful financial advisor, Edward Jones is growing. This growth ensures the firm has the opportunity to meet with clients in the communities where they live and work, helping them achieve financially what is most important to them.

In 2006, Jim Weddle became the firm's fifth managing partner and served in that role through December 2018. Weddle spent his entire career at Edward Jones, starting as an intern and then successful financial advisor. As a principal in the home office, Weddle later assumed responsibility for the firm's growth on the East Coast and next managed the firm's branch offices in late 1997.

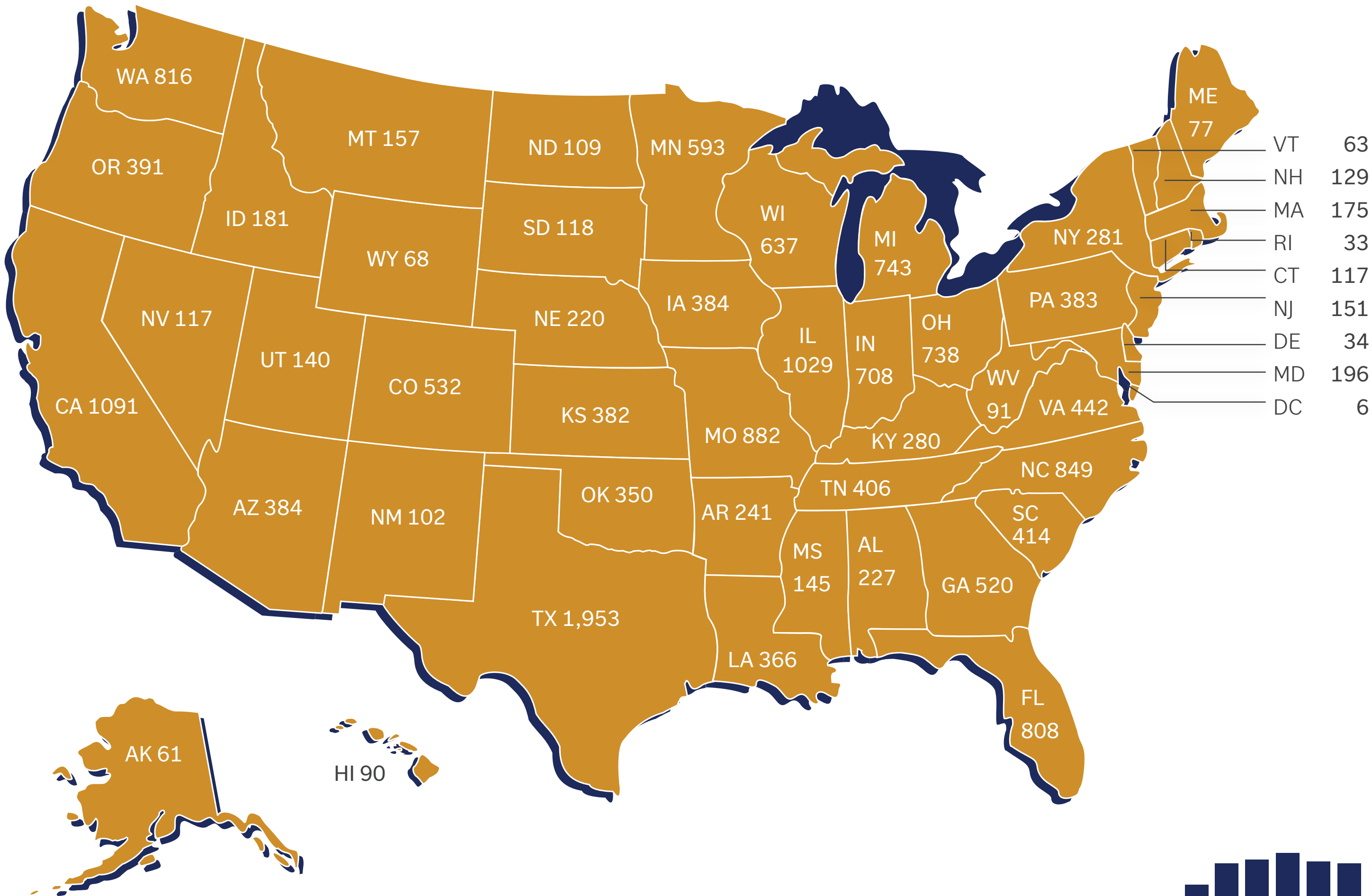
Under Weddle's leadership as managing partner, the firm grew from about 10,000 financial advisors to more than 20,000 throughout North America. Weddle also led the firm to become an industry leader in listening and better understanding what clients value and applying a solutions-based approach that shifts the focus from the product to individual client needs. Now a *Fortune*® 500 firm, Edward Jones is the largest U.S. financial services firm in number of financial advisors, consistently ranked a best place to work.

Penny Pennington became the firm's sixth managing partner in 2019. Pennington left a successful banking career to join the firm in 2000 as a financial advisor in Livonia, Mich. In 2006, she was named a principal and relocated to the firm's St. Louis headquarters, where she held leadership roles in New Financial Advisor Training and then in developing branch teams consisting of financial advisors and branch office administrators in the firm's regions. In 2015, she began to lead the Client Strategies Group, the area of the firm that most directly supports the client experience.

As managing partner, Pennington is responsible for the firm's strategic direction, working with the firm's approximately 55,000 associates in the U.S. and Canada to make a meaningful difference in the lives of more than 9 million clients by helping them achieve their most important financial goals.

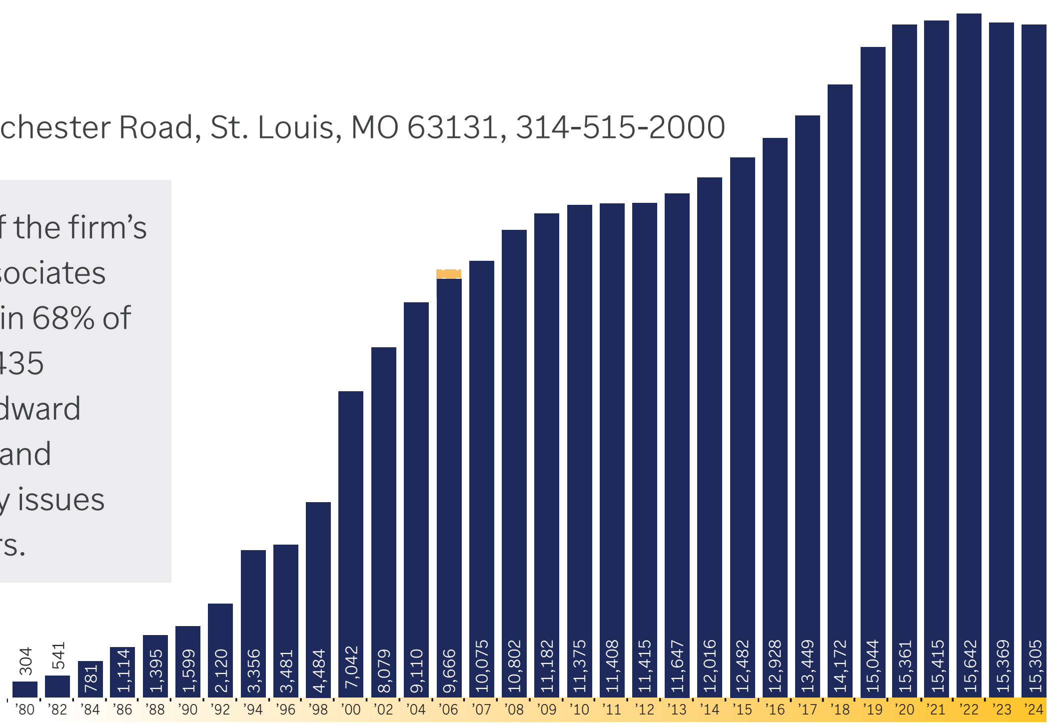
Serving individual investors

Our firm's over 20,000 financial advisors serve more than 9 million individual investors.



Headquarters: 12555 Manchester Road, St. Louis, MO 63131, 314-515-2000

Through the dedication of the firm's approximately 55,000 associates and our branch presence in 68% of U.S. counties and 422 of 435 congressional districts, Edward Jones has unique insights and perspective on how policy issues impact individual investors.



Growth of Edward Jones offices in the U.S. and Canada, 1980–2024

Branch numbers and locations are as of June 2024.

Canadian branch offices

As of June 2025

