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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR JULY 2018**

NEW YORK, August 14, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for July 2018.

Daily Average Revenue Trades (DARTs) for July were 250,787, an eight percent decrease from June and a 20 percent increase from the year-ago period. Derivatives represented 34 percent of DARTs during the month. The Company added 37,360 gross new brokerage accounts in July and ended the month with approximately 3.9 million brokerage accounts—a decrease of 4,235 from June.

Net new brokerage assets were \$0.5 billion in the month. During the month, customer security holdings increased by \$7.8 billion, and brokerage-related cash decreased by \$0.5 billion to \$52.3 billion. Customer margin balances remained flat, ending the month at \$11.0 billion. Customers were net buyers of approximately \$0.9 billion in securities during the month.

(more)

Monthly Activity Data

	Jul-18	Jun-18	Jul-17	% Chg. M/M	% Chg. Y/Y
Trading days	20.5	21.0	19.5	N.M.	N.M.
DARTs ⁽¹⁾	250,787	273,190	208,156	(8)%	20 %
Derivative DARTs	84,177	88,695	71,070	(5)%	18 %
Derivative DARTs % ⁽¹⁾	34%	32%	34%	2 %	— %
Gross new brokerage accounts	37,360	40,319	29,287	(7)%	28 %
Gross new stock plan accounts	42,485	115,128	32,804	(63)%	30 %
Gross new banking accounts	1,451	1,374	242	6 %	500 %
Total gross new accounts	81,296	156,821	62,333	(48)%	30 %
Net new brokerage accounts ⁽¹⁾	(4,235)	9,780	(3,007)	N.M.	(41)%
Net new stock plan accounts	27,307	100,114	18,238	(73)%	50 %
Net new banking accounts	(359)	(431)	(1,500)	17 %	76 %
Net new accounts	22,713	109,463	13,731	(79)%	65 %
End of period brokerage accounts	3,878,001	3,882,236	3,559,482	— %	9 %
End of period stock plan accounts	1,693,661	1,666,354	1,492,930	2 %	13 %
End of period banking accounts	292,321	292,680	307,229	— %	(5)%
End of period total accounts	5,863,983	5,841,270	5,359,641	— %	9 %
Customer margin balances (\$B) ⁽²⁾	\$ 11.0	\$ 11.0	\$ 8.1	— %	36 %
Customer Assets (\$B)					
Security holdings	\$ 345.4	\$ 337.6	\$ 260.9	2 %	32 %
Sweep deposits	37.2	37.8	35.0	(2)%	6 %
Customer cash held by third parties ⁽³⁾	5.1	5.0	8.5	2 %	(40)%
Customer payables (cash)	10.0	10.0	8.2	— %	22 %
Brokerage customer assets	397.7	390.4	312.6	2 %	27 %
Unexercised stock plan holdings (vested)	45.3	45.4	37.6	— %	20 %
Savings, checking and other banking assets	4.9	4.9	5.1	— %	(4)%
Total customer assets	\$ 447.9	\$ 440.7	\$ 355.3	2 %	26 %
Net new brokerage assets ⁽¹⁾⁽⁴⁾	\$ 0.5	\$ 1.5	\$ 0.1	(67)%	400 %
Net new banking assets ⁽⁴⁾	—	0.1	(0.1)	(100)%	(100)%
Net new customer assets ⁽¹⁾	\$ 0.5	\$ 1.6	\$ —	(69)%	N.M.
Brokerage related cash	\$ 52.3	\$ 52.8	\$ 51.7	(1)%	1 %
Other cash and deposits	4.9	4.9	5.1	— %	(4)%
Total customer cash and deposits	\$ 57.2	\$ 57.7	\$ 56.8	(1)%	1 %
Managed products	\$ 6.0	\$ 5.8	\$ 4.7	3 %	28 %
Customer net (buy) / sell activity	\$ (0.9)	\$ (1.6)	\$ (0.1)	N.M.	N.M.

(1) Includes the impact of the April 9, 2018 Trust Company of America (TCA) acquisition, including post-acquisition activity, as follows:

- July 2018: net new brokerage accounts 855, net new brokerage assets of \$84 million and DARTs of 3,166. Derivative mix excluding post-acquisition activity was 34%.
- June 2018: net new brokerage accounts 1,050, net new brokerage assets of \$126 million and DARTs of 3,058. Derivative mix excluding post-acquisition activity was 33%.

(2) Represents margin receivables held on the balance sheet and customer margin balances held by a third party clearing firm. The balances held by a third party were transferred to E*TRADE Securities during August 2017 in connection with the OptionsHouse integration.

(3) Customer cash held by third parties is held outside E*TRADE and includes money market funds and sweep deposit accounts at unaffiliated financial institutions. During August 2017, customer cash held by a third party clearing firm was transferred to E*TRADE Securities in connection with the OptionsHouse integration. Customer cash held by third parties is not reflected in the Company's consolidated balance sheet and is not immediately available for liquidity purposes.

(4) Net new brokerage assets are total inflows to all new and existing brokerage customer accounts less total outflows from all closed and existing brokerage customer accounts, excluding the effects of market movements in the value of brokerage customer assets. Net new banking assets are total inflows to all new and existing banking customer accounts less total outflows from all closed and existing banking customer accounts. The net new banking assets and net new brokerage assets metrics treat asset flows between E*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials can be found on E*TRADE Financial's corporate website at <https://about.etrade.com>.

About E*TRADE Financial

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