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

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

Daily Average Revenue Trades (DARTs) for February were 330,121, a five percent increase from January and a 51 percent increase from the year-ago period. Derivatives represented 31 percent of DARTs during the month. The Company added 51,988 gross new brokerage accounts in February and ended the month with approximately 3.7 million brokerage accounts—an increase of 26,486 from January.

Net new brokerage assets were \$2.0 billion in the month. During the month, customer security holdings decreased by \$4.5 billion, and brokerage-related cash increased by \$0.1 billion to \$53.1 billion. Customer margin balances remained flat, ending the month at \$9.4 billion. Customers were net buyers of approximately \$1.8 billion in securities during the month.

(more)

Monthly Activity Data

	Feb-18	Jan-18	Feb-17	% Chg. M/M	% Chg. Y/Y
Trading days	19.0	21.0	19.0	N.M.	N.M.
DARTs	330,121	315,572	218,964	5 %	51 %
Derivative DARTs	102,304	95,496	61,989	7 %	65 %
Derivative DARTs%	31%	30%	28%	1 %	3 %
Gross new brokerage accounts	51,988	64,581	45,767	(19)%	14 %
Gross new stock plan accounts	30,435	26,620	16,639	14 %	83 %
Gross new banking accounts	341	466	281	(27)%	21 %
Total gross new accounts	82,764	91,667	62,687	(10)%	32 %
Net new brokerage accounts	26,486	25,529	25,977	4 %	2 %
Net new stock plan accounts	10,381	13,175	(3,025)	(21)%	N.M.
Net new banking accounts	(1,163)	(1,602)	(1,185)	27 %	2 %
Net new accounts	35,704	37,102	21,767	(4)%	64 %
End of period brokerage accounts	3,686,924	3,660,438	3,499,219	1 %	5 %
End of period stock plan accounts	1,515,932	1,505,551	1,458,733	1 %	4 %
End of period banking accounts	296,084	297,247	314,179	— %	(6)%
End of period total accounts	5,498,940	5,463,236	5,272,131	1 %	4 %
Customer margin balances(\$B) ⁽¹⁾	\$ 9.4	\$ 9.4	\$ 7.1	— %	32 %
Customer Assets (\$B)					
Security holdings	\$ 300.2	\$ 304.7	\$ 241.2	(1)%	24 %
Sweep deposits	38.6	38.4	30.8	1 %	25 %
Customer cash held by third parties ⁽²⁾	4.9	4.8	13.3	2 %	(63)%
Customer payables (cash)	9.6	9.8	9.1	(2)%	5 %
Brokerage customer assets	353.3	357.7	294.4	(1)%	20 %
Unexercised stock plan holdings (vested)	40.9	42.3	33.6	(3)%	22 %
Savings, checking and other banking assets	4.9	4.9	5.3	— %	(8)%
Total customer assets	\$ 399.1	\$ 404.9	\$ 333.3	(1)%	20 %
Net new brokerage assets ⁽³⁾	\$ 2.0	\$ 1.5	\$ 1.8	33 %	11 %
Net new banking assets ⁽³⁾	—	(0.2)	0.1	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ 2.0	\$ 1.3	\$ 1.9	54 %	5 %
Brokerage related cash	\$ 53.1	\$ 53.0	\$ 53.2	— %	— %
Other cash and deposits	4.9	4.9	5.3	— %	(8)%
Total customer cash and deposits	\$ 58.0	\$ 57.9	\$ 58.5	— %	(1)%
Managed products	\$ 5.6	\$ 5.7	\$ 4.1	(2)%	37 %
Customer net (buy)/ sell activity	\$ (1.8)	\$ (1.5)	\$ (0.3)	N.M.	N.M.

(1) 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.

(2) 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, which had previously been included in customer cash held by third parties, 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.

(3) Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing 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>.

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