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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR JANUARY 2017**

**NEW YORK, February 14, 2017** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for January 2017.

Daily Average Revenue Trades (DARTs) for January were 201,464, an eight percent increase from December and a 15 percent increase from the year-ago period. Derivatives represented 29 percent of DARTs during the month. The Company added 42,055 gross new brokerage accounts in January and ended the month with approximately 3.5 million brokerage accounts—an increase of 10,239 from December.

Net new brokerage assets were \$0.8 billion in the month. During the month, customer security holdings increased by \$7.0 billion, and brokerage-related cash increased by \$0.4 billion to \$51.8 billion. Customer margin balances increased \$0.1 billion, ending the month at \$7.2 billion. Customers were net buyers of approximately \$0.3 billion in securities during the month.

(more)

## Monthly Activity Data

	Jan-17	Dec-16	Jan-16	% Chg. M/M	% Chg. Y/Y
Trading days	20.0	21.0	19.0	N.M.	N.M.
DARTs	201,464	186,196	175,346	8 %	15 %
Derivatives DARTs %	29%	29%	25%	— %	4 %
Gross new brokerage accounts	42,055	33,250	29,666	26 %	42 %
Gross new stock plan accounts	20,004	21,447	25,145	(7)%	(20)%
Gross new banking accounts	281	272	377	3 %	(25)%
Total gross new accounts	62,340	54,969	55,188	13 %	13 %
Net new brokerage accounts	10,239	5,520	4,815	N.M.	N.M.
Net new stock plan accounts	5,698	1,352	11,395	N.M.	N.M.
Net new banking accounts	(1,309)	(1,141)	(1,580)	N.M.	N.M.
Net new accounts	14,628	5,731	14,630	N.M.	N.M.
End of period brokerage accounts	3,473,242	3,463,003	3,218,356	— %	8 %
End of period stock plan accounts	1,461,758	1,456,060	1,419,548	— %	3 %
End of period banking accounts	315,364	316,673	338,308	— %	(7)%
End of period total accounts	5,250,364	5,235,736	4,976,212	— %	6 %
Customer margin balances (\$B) <sup>(1)</sup>	7.2	7.1	6.7	1 %	7 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 231.4	\$ 224.4	\$ 190.4	3 %	22 %
Sweep deposits	29.1	26.4	23.8	10 %	22 %
Customer cash held by third parties <sup>(2)</sup>	14.4	16.8	11.0	(14)%	31 %
Customer payables (cash)	8.3	8.2	6.2	1 %	34 %
Brokerage customer assets	283.2	275.8	231.4	3 %	22 %
Unexercised stock plan holdings (vested)	31.7	30.2	29.2	5 %	9 %
Savings, checking and other banking assets	5.2	5.3	5.3	(2)%	(2)%
Total customer assets	\$ 320.1	\$ 311.3	\$ 265.9	3 %	20 %
Net new brokerage assets <sup>(3)</sup>	\$ 0.8	\$ 1.4	\$ 1.0	N.M.	N.M.
Net new banking assets <sup>(3)</sup>	(0.1)	0.1	(0.1)	N.M.	N.M.
Net new customer assets <sup>(3)</sup>	\$ 0.7	\$ 1.5	\$ 0.9	N.M.	N.M.
Brokerage related cash	\$ 51.8	\$ 51.4	\$ 41.0	1 %	26 %
Other cash and deposits	5.2	5.3	5.3	(2)%	(2)%
Total customer cash and deposits	\$ 57.0	\$ 56.7	\$ 46.3	1 %	23 %
Managed products	\$ 4.0	\$ 3.9	\$ 3.1	3 %	29 %
Customer net (buy) / sell activity	\$ (0.3)	\$ 0.4	\$ (1.2)	N.M.	N.M.

(1) Customer margin balances include margin receivables held on the balance sheet and customer margin balances held by a third party.

(2) Customer cash held by third parties are held outside E\*TRADE Financial and include money market funds and sweep deposit accounts at unaffiliated financial institutions and customer cash held at a third party clearing firm. Customer cash held by third parties are not reflected in the Company's consolidated balance sheet and are 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>.

**About E\*TRADE Financial**

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