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

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

Daily Average Revenue Trades (DARTs) for October were 301,625, a seven percent increase from September and a 40 percent increase from the year-ago period. Derivatives represented 32 percent of DARTs during the month. The Company added 46,760 gross new brokerage accounts in October and ended the month with approximately 4.0 million brokerage accounts—an increase of 3,012 from September.

Net new brokerage assets were \$1.2 billion in the month. During the month, customer security holdings decreased by \$25.5 billion, and brokerage-related cash decreased by \$1.9 billion to \$51.4 billion. Customer margin balances remained flat, ending the month at \$11.2 billion. Customers were net buyers of approximately \$2.7 billion in securities during the month.

(more)

Monthly Activity Data

	Oct-18	Sep-18	Oct-17	% Chg. M/M	% Chg. Y/Y
Trading days	23.0	19.0	22.0	N.M.	N.M.
DARTs ⁽¹⁾	301,625	281,408	215,689	7 %	40 %
Derivative DARTs	95,040	86,729	66,918	10 %	42 %
Derivative DARTs % ⁽¹⁾	32%	31%	31%	1 %	1 %
Gross new brokerage accounts	46,760	69,902	37,636	(33)%	24 %
Gross new stock plan accounts	24,454	43,492	22,989	(44)%	6 %
Gross new banking accounts	4,521	1,996	293	127 %	N.M.
Total gross new accounts	75,735	115,390	60,918	(34)%	24 %
Net new brokerage accounts ⁽¹⁾	3,012	38,425	(962)	(92)%	N.M.
Net new stock plan accounts	8,586	28,570	9,143	(70)%	(6)%
Net new banking accounts	1,633	36	(1,886)	N.M.	N.M.
Net new accounts	13,231	67,031	6,295	(80)%	110 %
End of period brokerage accounts ⁽¹⁾	3,952,411	3,949,399	3,587,752	— %	10 %
End of period stock plan accounts	1,744,261	1,735,675	1,484,389	— %	18 %
End of period banking accounts	293,895	292,262	302,249	1 %	(3)%
End of period total accounts	5,990,567	5,977,336	5,374,390	— %	11 %
Customer margin balances (\$B)	\$ 11.2	\$ 11.2	\$ 8.4	— %	33 %
Customer Assets (\$B)					
Security holdings	\$ 338.7	\$ 364.2	\$ 278.5	(7)%	22 %
Sweep deposits	36.9	38.0	36.6	(3)%	1 %
Customer cash held by third parties ⁽²⁾	4.7	4.8	6.9	(2)%	(32)%
Customer payables (cash)	9.8	10.5	9.3	(7)%	5 %
Brokerage customer assets	390.1	417.5	331.3	(7)%	18 %
Unexercised stock plan holdings (vested)	40.9	50.2	37.0	(19)%	11 %
Savings, checking and other banking assets	5.3	5.1	5.0	4 %	6 %
Total customer assets	\$ 436.3	\$ 472.8	\$ 373.3	(8)%	17 %
Net new brokerage assets ⁽¹⁾⁽³⁾	\$ 1.2	\$ 1.0	\$ 0.6	20 %	100 %
Net new banking assets ⁽³⁾	0.2	0.1	—	100 %	N.M.
Net new customer assets ⁽¹⁾	\$ 1.4	\$ 1.1	\$ 0.6	27 %	133 %
Brokerage related cash	\$ 51.4	\$ 53.3	\$ 52.8	(4)%	(3)%
Other cash and deposits	5.3	5.1	5.0	4 %	6 %
Total customer cash and deposits	\$ 56.7	\$ 58.4	\$ 57.8	(3)%	(2)%
Managed products	\$ 5.9	\$ 6.2	\$ 5.1	(5)%	16 %
Customer net (buy) / sell activity ⁽¹⁾	\$ (2.7)	\$ (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:

- October 2018: net new brokerage accounts 821, end of period brokerage customer assets of \$18.9 million, net new brokerage assets of \$190 million, DARTs of 2,972, and customer net sell activity of \$0.1 billion.
- September 2018: net new brokerage accounts 922, end of period brokerage customer assets of \$19.7 million, net new brokerage assets of \$127 million, DARTs of 3,264, and customer net sell activity of \$0.1 billion.

(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. 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 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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