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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR APRIL 2018**

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

Daily Average Revenue Trades (DARTs) for April were 249,939, a 12 percent decrease from March and a 28 percent increase from the year-ago period. Derivatives represented 35 percent of DARTs during the month. The Company added 188,056 gross new brokerage accounts in April and ended the month with approximately 3.9 million brokerage accounts—an increase of 155,634 from March. The acquisition of Trust Company of America (TCA) added 145,891 to gross, net and end of period brokerage accounts during the month.

Net new brokerage assets were \$18.2 billion in the month. During the month, customer security holdings increased by \$21.1 billion, while brokerage-related cash remained flat, ending the month at \$51.9 billion. The acquisition of TCA added \$18.4 billion in net new brokerage assets which includes \$17.2 billion of security holdings and \$1.2 billion of sweep deposits. Customer margin balances decreased, ending the month at \$10.4 billion. Customers were net buyers of approximately \$0.9 billion in securities of which TCA accounted for \$0.6 billion during the month.

(more)

## Monthly Activity Data

	Apr-18	Mar-18	Apr-17	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	21.0	19.0	N.M.	N.M.
DARTs	249,939	284,682	196,022	(12)%	28 %
Derivative DARTs	86,859	95,617	60,803	(9)%	43 %
Derivative DARTs %	35%	34%	31%	1 %	4 %
Gross new brokerage accounts <sup>(1)</sup>	188,056	44,473	38,904	323 %	383 %
Gross new stock plan accounts	32,358	36,635	23,276	(12)%	39 %
Gross new banking accounts	278	372	252	(25)%	10 %
Total gross new accounts	220,692	81,480	62,432	171 %	253 %
Net new brokerage accounts <sup>(1)</sup>	155,634	7,670	10,695	N.M.	N.M.
Net new stock plan accounts	18,840	16,397	9,850	15 %	91 %
Net new banking accounts	(1,757)	(1,003)	(1,671)	(75)%	(5)%
Net new accounts	172,717	23,064	18,874	N.M.	N.M.
End of period brokerage accounts <sup>(1)</sup>	3,850,228	3,694,594	3,531,913	4 %	9 %
End of period stock plan accounts	1,551,169	1,532,329	1,471,388	1 %	5 %
End of period banking accounts	293,324	295,081	311,296	(1)%	(6)%
End of period total accounts	5,694,721	5,522,004	5,314,597	3 %	7 %
Customer margin balances (\$B) <sup>(2)</sup>	\$ 10.4	\$ 10.5	\$ 7.5	(1)%	39 %
<b>Customer Assets (\$B)</b>					
Security holdings <sup>(1)</sup>	\$ 317.1	\$ 296.0	\$ 248.3	7 %	28 %
Sweep deposits <sup>(1)</sup>	37.9	38.0	31.6	— %	20 %
Customer cash held by third parties <sup>(3)</sup>	5.3	5.0	12.1	6 %	(56)%
Customer payables (cash)	8.7	8.9	9.0	(2)%	(3)%
Brokerage customer assets	369.0	347.9	301.0	6 %	23 %
Unexercised stock plan holdings (vested)	40.1	39.9	34.4	1 %	17 %
Savings, checking and other banking assets	4.7	5.0	5.3	(6)%	(11)%
Total customer assets	\$ 413.8	\$ 392.8	\$ 340.7	5 %	21 %
Net new brokerage assets <sup>(1)(4)</sup>	\$ 18.2	\$ 1.8	\$ (0.2)	N.M.	N.M.
Net new banking assets <sup>(4)</sup>	(0.3)	0.2	(0.2)	(250)%	(50)%
Net new customer assets <sup>(1)</sup>	\$ 17.9	\$ 2.0	\$ (0.4)	N.M.	N.M.
Brokerage related cash	\$ 51.9	\$ 51.9	\$ 52.7	— %	(2)%
Other cash and deposits	4.7	5.0	5.3	(6)%	(11)%
Total customer cash and deposits	\$ 56.6	\$ 56.9	\$ 58.0	(1)%	(2)%
Managed products	\$ 5.6	\$ 5.6	\$ 4.4	— %	27 %
Customer net (buy) / sell activity <sup>(1)</sup>	\$ (0.9)	\$ (3.6)	\$ (0.5)	N.M.	N.M.

(1) Includes the impact of the TCA acquisition, which was completed on April 9, 2018, as follows: gross new, net new, and end of period brokerage accounts of 145,891, and net new brokerage assets of \$18.4 billion, which is reflected within total customer assets and includes \$17.2 billion of security holdings and \$1.2 billion of sweep deposits. These results also reflect post-acquisition activity of TCA, including customer net buy activity of \$0.6 billion.

(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>.

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