



FOR IMMEDIATE RELEASE

E*TRADE Media Relations

Thayer Fox
646-521-4418
thayer.fox@etrade.com

E*TRADE Investor Relations

Brett Goodman
646-521-4406
brett.goodman@etrade.com

**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR OCTOBER 2015**

NEW YORK, November 13, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for October 2015.

Daily Average Revenue Trades ("DARTs") for October were 144,607, a four percent increase from September and an 18 percent decrease from the year-ago period. The Company added 24,227 gross new brokerage accounts in October and ended the month with approximately 3.2 million brokerage accounts — an increase of 363 from September.

Net new brokerage assets were \$0.5 billion in the month. During the month, customer security holdings increased by seven percent, or \$14.1 billion, and brokerage-related cash increased by \$0.8 billion to \$41.0 billion. Bank-related cash and deposits ended the month unchanged at \$5.3 billion. Customers were net sellers of approximately \$0.9 billion in securities during the month.

(more)

Monthly Activity Data

	Oct-15	Sep-15	Oct-14	% Chg. M/M	% Chg. Y/Y
Trading days	22.0	21.0	23.0	N.M.	N.M.
DARTs	144,607	139,084	175,447	4.0 %	(17.6)%
Gross new brokerage accounts	24,227	25,951	26,919	(6.6)%	(10.0)%
Gross new stock plan accounts	39,860	17,085	15,711	133.3 %	153.7 %
Gross new banking accounts	345	360	600	(4.2)%	(42.5)%
Total gross new accounts	64,432	43,396	43,230	48.5 %	49.0 %
Net new brokerage accounts ⁽¹⁾	363	44	1,912	N.M.	N.M.
Net new stock plan accounts	26,055	2,936	2,836	N.M.	N.M.
Net new banking accounts	(1,396)	(2,702)	(1,780)	N.M.	N.M.
Net new accounts	25,022	278	2,968	N.M.	N.M.
End of period brokerage accounts ⁽¹⁾	3,203,894	3,203,531	3,128,388	0.0 %	2.4 %
End of period stock plan accounts	1,384,525	1,358,470	1,266,565	1.9 %	9.3 %
End of period banking accounts	342,693	344,089	369,846	(0.4)%	(7.3)%
End of period total accounts	4,931,112	4,906,090	4,764,799	0.5 %	3.5 %
Customer Assets (\$B)					
Security holdings	\$ 211.1	\$ 197.0	\$ 203.7	7.2 %	3.6 %
Customer payables (cash)	6.4	6.0	6.4	6.7 %	0.0 %
Customer assets held by third parties ⁽²⁾	13.0	13.9	14.8	(6.5)%	(12.2)%
Sweep deposits	21.6	20.3	18.8	6.4 %	14.9 %
Brokerage customer assets	252.1	237.2	243.7	6.3 %	3.4 %
Unexercised stock plan customer holdings (vested)	37.3	34.1	38.8	9.4 %	(3.9)%
Savings, checking and other banking customer assets	5.3	5.3	5.7	0.0 %	(7.0)%
Total customer assets	294.7	276.6	288.2	6.5 %	2.3 %
Net new brokerage assets (\$B) ⁽³⁾	\$ 0.5	\$ 0.5	\$ 0.8	N.M.	N.M.
Net new banking assets (\$B) ⁽³⁾	0.0	(0.1)	(0.1)	N.M.	N.M.
Net new customer assets (\$B) ⁽³⁾	\$ 0.5	\$ 0.4	\$ 0.7	N.M.	N.M.
Brokerage related cash (\$B)	\$ 41.0	\$ 40.2	\$ 40.0	2.0 %	2.5 %
Other customer cash and deposits (\$B)	5.3	5.3	5.7	0.0 %	(7.0)%
Total customer cash and deposits (\$B)	\$ 46.3	\$ 45.5	\$ 45.7	1.8 %	1.3 %
Customer net (buy) / sell activity (\$B)	\$ 0.9	\$ (1.3)	\$ (0.5)	N.M.	N.M.

- (1) Net new brokerage accounts include the closure of 753 accounts in October 2015 and 1,809 accounts in September 2015 related to the shutdown of the Company's global trading platform.
- (2) Customer assets held by third parties are held outside E*TRADE Financial and include money market funds and sweep deposit accounts at unaffiliated financial institutions. Customer assets held by third parties are not reflected in the Company's consolidated balance sheet and are not immediately available for liquidity purposes. However, the Company maintains the ability to transfer the majority of these customer assets to its balance sheet with notification to the third party institutions and customer consent, as appropriate.
- (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 brokerage assets and net new banking 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>.

(more)

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Bank products and services are offered by E*TRADE Bank, a Federal savings bank, Member FDIC, or its subsidiaries. More information is available at www.etrade.com.

#

Important Notices

E*TRADE Financial, E*TRADE, and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G

© 2015 E*TRADE Financial Corporation. All rights reserved.