

**FOR IMMEDIATE RELEASE**

**E\*TRADE Media Relations**

Thayer Fox  
646-521-4418  
[thayer.fox@etrade.com](mailto:thayer.fox@etrade.com)

**E\*TRADE Investor Relations**

Brett Goodman  
646-521-4406  
[brett.goodman@etrade.com](mailto:brett.goodman@etrade.com)

**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR APRIL 2016**

**NEW YORK, May 13, 2016** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for April 2016.

Daily Average Revenue Trades ("DARTs") for April were 159,215, a one percent increase from March and a one percent increase from the year-ago period. The Company added 34,724 gross new brokerage accounts in April and ended the month with approximately 3.3 million brokerage accounts — an increase of 10,866 from March.

Net new brokerage assets were negative \$0.4 billion in the month. During the month, customer security holdings were unchanged, while brokerage-related cash remained flat, ending the month at \$42.6 billion. Bank-related cash and deposits decreased \$0.1 billion, ending the month at \$5.3 billion. Customers were net sellers of approximately \$0.2 billion in securities during the month.

(more)

## Monthly Activity Data

	Apr-16	Mar-16	Apr-15	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	22.0	21.0	N.M.	N.M.
DARTs	159,215	157,242	157,442	1.3 %	1.1 %
Gross new brokerage accounts	34,724	35,348	37,077	(1.8)%	(6.3)%
Gross new stock plan accounts	25,202	18,805	16,298	34.0 %	54.6 %
Gross new banking accounts	337	330	425	2.1 %	(20.7)%
Total gross new accounts	60,263	54,483	53,800	10.6 %	12.0 %
Net new brokerage accounts <sup>(1)</sup>	10,866	17,769	8,315	N.M.	N.M.
Net new stock plan accounts	11,822	6,034	(1,759)	N.M.	N.M.
Net new banking accounts	(1,727)	(1,447)	(2,320)	N.M.	N.M.
Net new accounts	20,961	22,356	4,236	N.M.	N.M.
End of period brokerage accounts <sup>(1)</sup>	3,264,866	3,254,000	3,190,954	0.3 %	2.3 %
End of period stock plan accounts	1,436,387	1,424,565	1,271,709	0.8 %	12.9 %
End of period banking accounts	333,824	335,551	354,553	(0.5)%	(5.8)%
End of period total accounts	5,035,077	5,014,116	4,817,216	0.4 %	4.5 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 205.6	\$ 205.6	\$ 216.9	0.0 %	(5.2)%
Sweep deposits	26.4	26.4	20.7	0.0 %	27.5 %
Customer payables (cash)	6.9	6.8	6.6	1.5 %	4.5 %
Customer assets held by third parties <sup>(2)</sup>	9.3	9.4	14.0	(1.1)%	(33.6)%
Brokerage customer assets	248.2	248.2	258.2	0.0 %	(3.9)%
Unexercised stock plan customer holdings (vested)	31.4	30.9	38.3	1.6 %	(18.0)%
Savings, checking and other banking customer assets	5.3	5.4	5.5	(1.9)%	(3.6)%
Total customer assets	\$ 284.9	\$ 284.5	\$ 302.0	0.1 %	(5.7)%
Net new brokerage assets <sup>(3)</sup>	\$ (0.4)	\$ 1.0	\$ (0.4)	N.M.	N.M.
Net new banking assets <sup>(3)</sup>	(0.1)	0.1	(0.2)	N.M.	N.M.
Net new customer assets <sup>(3)</sup>	\$ (0.5)	\$ 1.1	\$ (0.6)	N.M.	N.M.
Brokerage related cash	\$ 42.6	\$ 42.6	\$ 41.3	0.0 %	3.1 %
Other customer cash and deposits	5.3	5.4	5.5	(1.9)%	(3.6)%
Total customer cash and deposits	\$ 47.9	\$ 48.0	\$ 46.8	(0.2)%	2.4 %
Customer net (buy) / sell activity	\$ 0.2	\$ 0.7	\$ 0.5	N.M.	N.M.

(1) Net new brokerage accounts include the closure of 1,466 accounts in March related to the shutdown of the Company's Hong Kong and Singapore operations.

(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.

(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>.

(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. 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](http://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

© 2016 E\*TRADE Financial Corporation. All rights reserved.