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

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

Daily Average Revenue Trades (DARTs) for February were 218,964, a nine percent increase from January and a 33 percent increase from the year-ago period. Derivatives represented 28 percent of DARTs during the month. The Company added 45,767 gross new brokerage accounts in February and ended the month with approximately 3.5 million brokerage accounts—an increase of 25,977 from January.

Net new brokerage assets were \$1.8 billion in the month. During the month, customer security holdings increased by \$9.8 billion, and brokerage-related cash increased by \$1.4 billion to \$53.2 billion. Customer margin balances decreased \$0.1 billion, ending the month at \$7.1 billion. Customers were net buyers of approximately \$0.3 billion in securities during the month.

(more)

## Monthly Activity Data

	Feb-17	Jan-17	Feb-16	% Chg. M/M	% Chg. Y/Y
Trading days	19.0	20.0	20.0	N.M.	N.M.
DARTs	218,964	201,464	164,077	9 %	33 %
Derivatives DARTs %	28%	29%	24%	(1)%	4 %
Gross new brokerage accounts	45,767	42,055	38,494	9 %	19 %
Gross new stock plan accounts	16,639	20,004	16,300	(17)%	2 %
Gross new banking accounts	281	281	363	— %	(23)%
Total gross new accounts	62,687	62,340	55,157	1 %	14 %
Net new brokerage accounts	25,977	10,239	17,875	N.M.	N.M.
Net new stock plan accounts	(3,025)	5,698	(1,017)	N.M.	N.M.
Net new banking accounts	(1,185)	(1,309)	(1,310)	N.M.	N.M.
Net new accounts	21,767	14,628	15,548	N.M.	N.M.
End of period brokerage accounts	3,499,219	3,473,242	3,236,231	1 %	8 %
End of period stock plan accounts	1,458,733	1,461,758	1,418,531	— %	3 %
End of period banking accounts	314,179	315,364	336,998	— %	(7)%
End of period total accounts	5,272,131	5,250,364	4,991,760	— %	6 %
Customer margin balances (\$B) <sup>(1)</sup>	7.1	7.2	6.5	(1)%	9 %
<b>Customer Assets (\$B)</b>					
Security holdings	\$ 241.2	\$ 231.4	\$ 192.6	4 %	25 %
Sweep deposits	30.8	29.1	23.8	6 %	29 %
Customer cash held by third parties <sup>(2)</sup>	13.3	14.4	10.9	(8)%	22 %
Customer payables (cash)	9.1	8.3	6.4	10 %	42 %
Brokerage customer assets	294.4	283.2	233.7	4 %	26 %
Unexercised stock plan holdings (vested)	33.6	31.7	28.6	6 %	17 %
Savings, checking and other banking assets	5.3	5.2	5.3	2 %	— %
Total customer assets	\$ 333.3	\$ 320.1	\$ 267.6	4 %	25 %
Net new brokerage assets <sup>(3)</sup>	\$ 1.8	\$ 0.8	\$ 0.9	N.M.	N.M.
Net new banking assets <sup>(3)</sup>	0.1	(0.1)	—	N.M.	N.M.
Net new customer assets <sup>(3)</sup>	\$ 1.9	\$ 0.7	\$ 0.9	N.M.	N.M.
Brokerage related cash	\$ 53.2	\$ 51.8	\$ 41.1	3 %	29 %
Other cash and deposits	5.3	5.2	5.3	2 %	— %
Total customer cash and deposits	\$ 58.5	\$ 57.0	\$ 46.4	3 %	26 %
Managed products	\$ 4.1	\$ 4.0	\$ 3.1	3 %	32 %
Customer net (buy) / sell activity	\$ (0.3)	\$ (0.3)	\$ (0.7)	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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