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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR AUGUST 2017**

NEW YORK, September 15, 2017 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August 2017.

Daily Average Revenue Trades (DARTs) for August were 206,572, a one percent decrease from July and a 44 percent increase from the year-ago period. Derivatives represented 31 percent of DARTs during the month. The Company added 40,831 gross new brokerage accounts in August and ended the month with approximately 3.6 million brokerage accounts—an increase of 19,031 from July.

Net new brokerage assets were \$1.1 billion in the month. During the month, customer security holdings increased by \$6.4 billion, and brokerage-related cash decreased by \$0.2 billion to \$51.5 billion. Customer margin balances increased \$0.4 billion, ending the month at \$8.5 billion. Customers were net buyers of approximately \$1.3 billion in securities during the month.

(more)

Monthly Activity Data

	Aug-17	Jul-17	Aug-16	% Chg. M/M	% Chg. Y/Y
Trading days	23.0	19.5	23.0	N.M.	N.M.
DARTs	206,572	208,156	143,831	(1)%	44 %
Derivative DARTs %	31%	34%	23%	(3)%	8 %
Gross new brokerage accounts	40,831	29,287	31,481	39 %	30 %
Gross new stock plan accounts	21,527	32,804	20,312	(34)%	6 %
Gross new banking accounts	322	242	349	33 %	(8)%
Total gross new accounts	62,680	62,333	52,142	1 %	20 %
Net new brokerage accounts	19,031	(3,007)	7,308	N.M.	160 %
Net new stock plan accounts	(748)	18,238	3,412	N.M.	N.M.
Net new banking accounts	(1,368)	(1,500)	(1,880)	(9)%	(27)%
Net new accounts	16,915	13,731	8,840	23 %	91 %
End of period brokerage accounts	3,578,513	3,559,482	3,284,785	1 %	9 %
End of period stock plan accounts	1,492,182	1,492,930	1,458,560	— %	2 %
End of period banking accounts	305,861	307,229	326,651	— %	(6)%
End of period total accounts	5,376,556	5,359,641	5,069,996	— %	6 %
Customer margin balances (\$B) ⁽¹⁾	\$ 8.5	\$ 8.1	\$ 6.5	5 %	31 %
<u>Customer Assets (\$B)</u>					
Security holdings	\$ 267.3	\$ 260.9	\$ 217.5	2 %	23 %
Sweep deposits	36.4	35.0	26.7	4 %	36 %
Customer cash held by third parties ⁽²⁾	6.7	8.5	11.8	(21)%	(43)%
Customer payables (cash)	8.4	8.2	7.7	2 %	9 %
Brokerage customer assets	318.8	312.6	263.7	2 %	21 %
Unexercised stock plan holdings (vested)	37.6	37.6	31.0	— %	21 %
Savings, checking and other banking assets	5.0	5.1	5.2	(2)%	(4)%
Total customer assets	\$ 361.4	\$ 355.3	\$ 299.9	2 %	21 %
Net new brokerage assets ⁽³⁾	\$ 1.1	\$ 0.1	\$ 0.9	N.M.	N.M.
Net new banking assets ⁽³⁾	—	(0.1)	—	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ 1.1	\$ —	\$ 0.9	N.M.	N.M.
Brokerage related cash	\$ 51.5	\$ 51.7	\$ 46.2	— %	11 %
Other cash and deposits	5.0	5.1	5.2	(2)%	(4)%
Total customer cash and deposits	\$ 56.5	\$ 56.8	\$ 51.4	(1)%	10 %
Managed products	\$ 4.7	\$ 4.7	\$ 3.6	— %	31 %
Customer net (buy) / sell activity	\$ (1.3)	\$ (0.1)	\$ 0.4	N.M.	N.M.

(1) Customer margin balances at July 2017 includes margin receivables held on the balance sheet and customer margin balances held by a third party. The balances held by a third party were transferred to E*TRADE during the week of August 7, 2017 in connection with the integration of OptionsHouse.

(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. At July 2017, customer cash held by third parties also included customer cash held by a third party clearing firm. These balances were transferred during the week of August 7, 2017 in connection with the integration of OptionsHouse. 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 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>.

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