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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR AUGUST 2018**

NEW YORK, September 17, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August 2018.

Daily Average Revenue Trades (DARTs) for August were 267,619, a seven percent increase from July and a 30 percent increase from the year-ago period. Derivatives represented 32 percent of DARTs during the month. The Company added 58,119 gross new brokerage accounts in August and ended the month with approximately 3.9 million brokerage accounts—an increase of 32,973 from July.

Net new brokerage assets were \$1.7 billion in the month. During the month, customer security holdings increased by \$17.8 billion, and brokerage-related cash increased by \$1.2 billion to \$53.5 billion. Customer margin balances decreased \$0.3 billion, ending the month at \$10.7 billion. Customers were net sellers of approximately \$0.3 billion in securities during the month.

(more)

Monthly Activity Data

	Aug-18	Jul-18	Aug-17	% Chg. M/M	% Chg. Y/Y
Trading days	23.0	20.5	23.0	N.M.	N.M.
DARTs ⁽¹⁾	267,619	250,787	206,572	7 %	30 %
Derivative DARTs	86,960	84,177	63,980	3 %	36 %
Derivative DARTs % ⁽¹⁾	32%	34%	31%	(2)%	1 %
Gross new brokerage accounts	58,119	37,360	40,831	56 %	42 %
Gross new stock plan accounts	28,735	42,485	21,527	(32)%	33 %
Gross new banking accounts	1,845	1,451	322	27 %	473 %
Total gross new accounts	88,699	81,296	62,680	9 %	42 %
Net new brokerage accounts ⁽¹⁾	32,973	(4,235)	19,031	N.M.	73 %
Net new stock plan accounts	13,444	27,307	(748)	(51)%	N.M.
Net new banking accounts	(95)	(359)	(1,368)	74 %	93 %
Net new accounts	46,322	22,713	16,915	104 %	174 %
End of period brokerage accounts	3,910,974	3,878,001	3,578,513	1 %	9 %
End of period stock plan accounts	1,707,105	1,693,661	1,492,182	1 %	14 %
End of period banking accounts	292,226	292,321	305,861	— %	(4)%
End of period total accounts	5,910,305	5,863,983	5,376,556	1 %	10 %
Customer margin balances (\$B)	\$ 10.7	\$ 11.0	\$ 8.5	(3)%	26 %
Customer Assets (\$B)					
Security holdings	\$ 363.2	\$ 345.4	\$ 267.3	5 %	36 %
Sweep deposits	37.6	37.2	36.4	1 %	3 %
Customer cash held by third parties ⁽²⁾	5.0	5.1	6.7	(2)%	(25)%
Customer payables (cash)	10.9	10.0	8.4	9 %	30 %
Brokerage customer assets	416.7	397.7	318.8	5 %	31 %
Unexercised stock plan holdings (vested)	50.6	45.3	37.6	12 %	35 %
Savings, checking and other banking	5.0	4.9	5.0	2 %	— %
Total customer assets	\$ 472.3	\$ 447.9	\$ 361.4	5 %	31 %
Net new brokerage assets ⁽¹⁾⁽³⁾	\$ 1.7	\$ 0.5	\$ 1.1	240 %	55 %
Net new banking assets ⁽³⁾	0.1	—	—	N.M.	N.M.
Net new customer assets ⁽¹⁾	\$ 1.8	\$ 0.5	\$ 1.1	260 %	64 %
Brokerage related cash	\$ 53.5	\$ 52.3	\$ 51.5	2 %	4 %
Other cash and deposits	5.0	4.9	5.0	2 %	— %
Total customer cash and deposits	\$ 58.5	\$ 57.2	\$ 56.5	2 %	4 %
Managed products	\$ 6.2	\$ 6.0	\$ 4.7	3 %	32 %
Customer net (buy) / sell activity ⁽¹⁾	\$ 0.3	\$ (0.9)	\$ (1.3)	N.M.	N.M.

(1) Includes the impact of the April 9, 2018 Trust Company of America (TCA) acquisition, including post-acquisition activity, as follows:

- August 2018: net new brokerage accounts 646, net new brokerage assets of \$148 million, DARTs of 3,214, and customer net buy activity of \$0.1 billion. Derivative mix excluding post-acquisition activity was 33%.
- July 2018: net new brokerage accounts 855, net new brokerage assets of \$84 million, DARTs of 3,166, and customer net sell activity of \$0.1 billion. Derivative mix excluding post-acquisition activity was 34%.

(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. 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 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>.

About E*TRADE Financial

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