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

NEW YORK, February 12, 2018 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for January 2018.

Daily Average Revenue Trades (DARTs) for January were 315,572, a 29 percent increase from December and a 57 percent increase from the year-ago period. Derivatives represented 30 percent of DARTs during the month. The Company added 64,581 gross new brokerage accounts in January and ended the month with approximately 3.7 million brokerage accounts—an increase of 25,529 from December.

Net new brokerage assets were \$1.5 billion in the month. During the month, customer security holdings increased by \$17.4 billion, and brokerage-related cash increased by \$0.1 billion to \$53.0 billion. Customer margin balances increased \$0.3 billion, ending the month at \$9.4 billion. Customers were net buyers of approximately \$1.5 billion in securities during the month.

(more)

Monthly Activity Data

	Jan-18	Dec-17	Jan-17	% Chg. M/M	% Chg. Y/Y
Trading days	21.0	20.0	20.0	N.M.	N.M.
DARTs	315,572	245,172	201,464	29 %	57 %
Derivative DARTs	95,496	65,074	58,218	47 %	64 %
Derivative DARTs %	30%	27%	29%	3 %	1 %
Gross new brokerage accounts	64,581	53,922	42,055	20 %	54 %
Gross new stock plan accounts	26,620	20,754	20,004	28 %	33 %
Gross new banking accounts	466	357	281	31 %	66 %
Total gross new accounts	91,667	75,033	62,340	22 %	47 %
Net new brokerage accounts	25,529	27,804	10,239	(8)%	149 %
Net new stock plan accounts	13,175	4,325	5,698	205 %	131 %
Net new banking accounts	(1,602)	(2,170)	(1,309)	26 %	(22)%
Net new accounts	37,102	29,959	14,628	24 %	154 %
End of period brokerage accounts	3,660,438	3,634,909	3,473,242	1 %	5 %
End of period stock plan accounts	1,505,551	1,492,376	1,461,758	1 %	3 %
End of period banking accounts	297,247	298,849	315,364	(1)%	(6)%
End of period total accounts	5,463,236	5,426,134	5,250,364	1 %	4 %
Customer margin balances (\$B) ⁽¹⁾	\$ 9.4	\$ 9.1	\$ 7.2	3 %	31 %
Customer Assets (\$B)					
Security holdings	\$ 304.7	\$ 287.3	\$ 231.4	6 %	32 %
Sweep deposits	38.4	37.7	29.1	2 %	32 %
Customer cash held by third parties ⁽²⁾	4.8	5.7	14.4	(16)%	(67)%
Customer payables (cash)	9.8	9.5	8.3	3 %	18 %
Brokerage customer assets	357.7	340.2	283.2	5 %	26 %
Unexercised stock plan holdings (vested)	42.3	38.1	31.7	11 %	33 %
Savings, checking and other banking assets	4.9	5.0	5.2	(2)%	(6)%
Total customer assets	\$ 404.9	\$ 383.3	\$ 320.1	6 %	26 %
Net new brokerage assets ⁽³⁾	\$ 1.5	\$ 1.1	\$ 0.8	36 %	88 %
Net new banking assets ⁽³⁾	(0.2)	—	(0.1)	N.M.	N.M.
Net new customer assets ⁽³⁾	\$ 1.3	\$ 1.1	\$ 0.7	18 %	86 %
Brokerage related cash	\$ 53.0	\$ 52.9	\$ 51.8	— %	2 %
Other cash and deposits	4.9	5.0	5.2	(2)%	(6)%
Total customer cash and deposits	\$ 57.9	\$ 57.9	\$ 57.0	— %	2 %
Managed products	\$ 5.7	\$ 5.4	\$ 4.0	6 %	43 %
Customer net (buy) / sell activity	\$ (1.5)	\$ (0.6)	\$ (0.3)	N.M.	N.M.

(1) Represents margin receivables held on the balance sheet and customer margin balances held by a third party clearing firm. The balances held by a third party were transferred to E*TRADE Securities during August 2017 in connection with the OptionsHouse integration.

(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. During August 2017, customer cash held by a third party clearing firm, which had previously been included in customer cash held by third parties, was transferred to E*TRADE Securities in connection with the OptionsHouse integration. 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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