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**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR MAY 2019**

NEW YORK, June 14, 2019 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for May 2019.

<i>Monthly Activity Data</i>	May-19	Apr-19	May-18	% Chg. M/M	% Chg. Y/Y
Trading days	22.0	21.0	22.0	N.M.	N.M.
DARTs	279,058	272,858	245,350	2 %	14 %
Derivative DARTs	93,264	87,231	84,128	7 %	11 %
Derivative DARTs %	33%	32%	34%	1 %	(1)%
Margin receivables (\$B)	\$ 10.4	\$ 10.0	\$ 10.5	4 %	(1)%
Net new retail accounts	14,310	1,219	21,015	N.M.	(32)%
Net new advisor services accounts	(173)	52	699	N.M.	N.M.
Net new corporate services accounts ⁽¹⁾	2,098	18,202	15,071	(88)%	(86)%
Net new accounts	16,235	19,473	36,785	(17)%	(56)%
End of period retail accounts	5,104,126	5,089,816	3,983,945	— %	28 %
End of period advisor services accounts	151,101	151,274	146,590	— %	3 %
End of period corporate services accounts	1,838,283	1,836,185	1,566,240	— %	17 %
End of period accounts	7,093,510	7,077,275	5,696,775	— %	25 %
Net new retail assets (\$B) ⁽²⁾	\$ 1.3	\$ (0.7)	\$ 1.4	N.M.	(7)%
Net new advisor services assets (\$B) ⁽²⁾	—	(0.1)	0.1	(100)%	(100)%
Net new retail and advisor services assets (\$B)	\$ 1.3	\$ (0.8)	\$ 1.5	N.M.	(13)%
<u>Total Customer Assets (\$B)</u>					
Security holdings	\$ 269.9	\$ 287.6	\$ 256.0	(6)%	5 %
Cash and deposits	60.5	61.7	57.3	(2)%	6 %
Retail and advisor services assets	\$ 330.4	\$ 349.3	\$ 313.3	(5)%	5 %
Corporate services vested assets ⁽¹⁾	131.3	146.5	118.9	(10)%	10 %
Retail, advisor services, and corporate services vested assets	\$ 461.7	\$ 495.8	\$ 432.2	(7)%	7 %
Corporate services unvested holdings ⁽¹⁾	106.3	119.6	102.2	(11)%	4 %
Total customer assets	\$ 568.0	\$ 615.4	\$ 534.4	(8)%	6 %
<u>Net (Buy) / Sell Activity (\$B)</u>					
Retail net (buy) / sell activity	\$ (2.6)	\$ 1.0	\$ (0.4)	N.M.	N.M.
Advisor services net (buy) / sell activity	0.1	—	—	N.M.	N.M.
Net (buy) / sell activity	\$ (2.5)	\$ 1.0	\$ (0.4)	N.M.	N.M.
<u>Total Cash and Deposits (\$B)</u>					
Sweep deposits	\$ 37.0	\$ 38.0	\$ 37.8	(3)%	(2)%
Customer payables	10.1	10.8	9.7	(6)%	4 %
Savings, checking and other banking assets	8.2	7.9	4.8	4 %	71 %
Total on-balance sheet cash	\$ 55.3	\$ 56.7	\$ 52.3	(2)%	6 %
Sweep deposits at unaffiliated financial institutions	3.4	3.3	3.5	3 %	(3)%
Money market funds and other	1.8	1.7	1.5	6 %	20 %
Total customer cash held by third parties ⁽³⁾	\$ 5.2	\$ 5.0	\$ 5.0	4 %	4 %
Total cash and deposits	\$ 60.5	\$ 61.7	\$ 57.3	(2)%	6 %

(1) Corporate services accounts and assets include outflows of 13,000 accounts, \$2.1 billion of vested assets, and \$0.6 billion of unvested holdings, related to the termination of a large corporate client in May 2019, which was anticipated.

(2) Net new retail and advisor services assets exclude the effects of market movements in the value of retail and advisor services assets.

(3) Customer cash held by third parties is held outside E*TRADE Financial 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.

Historical metrics and financials can be found on E*TRADE Financial's corporate website at <https://about.etrade.com>.

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