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E*TRADE MAKES IT EASIER FOR NEW INVESTORS TO JUMPSTART THEIR PORTFOLIOS THROUGH ITS FLAGSHIP ROBO OFFERING

Core Portfolios now offers even greater portfolio diversification at a lower account minimum

NEW YORK, July 16, 2019 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced a series of enhancements to its robo advisory offering Core Portfolios. The enhancements offer customers:

- **Lower barriers to entry.** Investors can get started with Core Portfolios for as little as \$500.
- **Expanded investment opportunities.** Customers can invest in a portfolio of six to eight ETFs, giving them access to even greater portfolio diversification.
- **More money at work.** The Core Portfolios cash allocation is now 1%, allowing more money to work for account holders in the market.

E*TRADE also recently updated its Automatic Investing capabilities with a responsive mobile display so users can set up a plan that works for them across any E*TRADE platform. And continuing in its pursuit to make it easier for investors to build their portfolios, E*TRADE lowered the minimum recurring contributions to \$25.

“Not having enough money to start is a reason often cited when we ask younger consumers why they haven’t opened a brokerage account,” said Rich Messina, SVP of Investment Product at E*TRADE Financial. “Democratizing investing is part of our DNA and fuels our drive to deliver tools that make it easier to participate in the market and invest for the future. The reality is younger investors have time on their side—over the long term, consistently saving a little can go a long way.”

Core Portfolios is a professionally managed advisory program with a 0.30% annual advisory fee. Portfolios range from Conservative to Aggressive Growth and consist of non-proprietary ETFs.

Visit the [Core Portfolios](#) page to learn more or visit [E*TRADE Personalized Investments](#) to learn more about all of our managed portfolio offerings.

E*TRADE aims to enhance the financial independence of traders and investors through a powerful digital offering and professional guidance. To learn more about E*TRADE’s trading and investing platforms and tools, visit etrade.com.

For useful trading and investing insights from E*TRADE, follow the company on Twitter, [@ETRADE](#).

About E*TRADE's Core Portfolios

For more detailed discussion about the risks of investing in an ETFs as well as the fund's investment objectives, policies, charges, and expenses, please read the fund's prospectus. To obtain the most recent prospectus, please visit the Exchange-Traded Funds Center at www.etrade.com/etf.

Please read the [E*TRADE Wrap Fee Programs Brochure](#) for more information on the advisory fee, investment strategies, rebalancing methodologies, portfolio management, access to support teams, affiliations, and services offered.

Investments in securities and other instruments involve risk and will not always be profitable.

About E*TRADE Financial and Important Notices

E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services, including mutual funds and ETFs, are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Commodity futures and options on futures products and services are offered by E*TRADE Futures LLC (Member NFA). Managed Account Solutions are offered through E*TRADE Capital Management, LLC, a Registered Investment Adviser. Bank products and services are offered by E*TRADE Bank, and RIA custody solutions are offered by E*TRADE Savings Bank, both of which are federal savings banks (Members FDIC). More information is available at www.etrade.com.

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