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E*TRADE Media Relations

646-521-4418
mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406
ir@etrade.com

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

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

<i>Monthly Activity Data</i>	Jul-19	Jun-19	Jul-18	% Chg. M/M	% Chg. Y/Y
Trading days	21.5	20.0	20.5	N.M.	N.M.
DARTs	255,423	252,271	242,413	1 %	5 %
Derivative DARTs	90,368	87,434	83,216	3 %	9 %
Derivative DARTs %	35%	35%	34%	— %	1 %
Margin receivables (\$B)	\$ 9.9	\$ 9.9	\$ 11.0	— %	(10)%
Net new retail accounts	(11,522)	18,543	(5,940)	N.M.	(94)%
Net new advisor services accounts	(465)	174	855	N.M.	N.M.
Net new corporate services accounts	21,757	15,592	27,307	40 %	(20)%
Net new accounts	9,770	34,309	22,222	(72)%	(56)%
End of period retail accounts	5,111,147	5,122,669	3,986,635	— %	28 %
End of period advisor services accounts	150,810	151,275	148,495	— %	2 %
End of period corporate services accounts	1,875,632	1,853,875	1,693,661	1 %	11 %
End of period accounts	7,137,589	7,127,819	5,828,791	— %	22 %
Net new retail assets (\$B) ⁽¹⁾	\$ 0.2	\$ 1.1	\$ 0.4	(82)%	(50)%
Net new advisor services assets (\$B) ⁽¹⁾	0.1	—	0.1	N.M.	— %
Net new retail and advisor services assets (\$B)	\$ 0.3	\$ 1.1	\$ 0.5	(73)%	(40)%
Total Customer Assets (\$B)					
Security holdings	\$ 289.2	\$ 286.6	\$ 263.7	1 %	10 %
Cash and deposits	63.1	62.2	57.2	1 %	10 %
Retail and advisor services assets	\$ 352.3	\$ 348.8	\$ 320.9	1 %	10 %
Corporate services vested assets	147.3	142.3	127.0	4 %	16 %
Retail, advisor services, and corporate services vested assets	\$ 499.6	\$ 491.1	\$ 447.9	2 %	12 %
Corporate services unvested holdings	123.1	117.0	109.3	5 %	13 %
Total customer assets	\$ 622.7	\$ 608.1	\$ 557.2	2 %	12 %
Net (Buy) / Sell Activity (\$B)					
Retail net (buy) / sell activity	\$ 0.4	\$ 1.1	\$ (1.0)	N.M.	N.M.
Advisor services net (buy) / sell activity	—	0.1	0.1	N.M.	N.M.
Net (buy) / sell activity	\$ 0.4	\$ 1.2	\$ (0.9)	N.M.	N.M.
Total Cash and Deposits (\$B)					
Sweep deposits	\$ 30.4	\$ 31.7	\$ 37.2	(4)%	(18)%
Customer payables	10.9	10.6	10.0	3 %	9 %
Savings, checking and other banking assets	9.1	8.6	4.9	6 %	86 %
Total on-balance sheet cash	\$ 50.4	\$ 50.9	\$ 52.1	(1)%	(3)%
Sweep deposits at unaffiliated financial institutions	10.9	9.6	3.6	14 %	203 %
Money market funds and other	1.8	1.7	1.5	6 %	20 %
Total customer cash held by third parties ⁽²⁾	\$ 12.7	\$ 11.3	\$ 5.1	12 %	149 %
Total cash and deposits	\$ 63.1	\$ 62.2	\$ 57.2	1 %	10 %

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

(2) 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 condensed 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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