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

NEW YORK, September 16, 2019 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for August 2019.

<i>Monthly Activity Data</i>	Aug-19	Jul-19	Aug-18	% Chg. M/M	% Chg. Y/Y
Trading days	22.0	21.5	23.0	N.M.	N.M.
DARTs	284,828	255,423	254,021	12 %	12 %
Derivative DARTs	100,373	90,368	85,981	11 %	17 %
Derivative DARTs %	35%	35%	34%	— %	1 %
Margin receivables (\$B)	\$ 10.1	\$ 9.9	\$ 10.7	2 %	(6)%
Net new retail accounts	14,923	(11,522)	32,546	N.M.	(54)%
Net new advisor services accounts	(145)	(465)	646	69 %	N.M.
Net new corporate services accounts	12,580	21,757	13,444	(42)%	(6)%
Net new accounts	27,358	9,770	46,636	180 %	(41)%
End of period retail accounts	5,126,070	5,111,147	4,019,181	— %	28 %
End of period advisor services accounts	150,665	150,810	149,141	— %	1 %
End of period corporate services accounts	1,888,212	1,875,632	1,707,105	1 %	11 %
End of period accounts	7,164,947	7,137,589	5,875,427	— %	22 %
Net new retail assets (\$B) ⁽¹⁾	\$ 1.2	\$ 0.2	\$ 1.7	N.M.	(29)%
Net new advisor services assets (\$B) ⁽¹⁾	—	0.1	0.1	(100)%	(100)%
Net new retail and advisor services assets (\$B)	\$ 1.2	\$ 0.3	\$ 1.8	300 %	(33)%
Total Customer Assets (\$B)					
Security holdings	\$ 283.1	\$ 289.2	\$ 274.1	(2)%	3 %
Cash and deposits	63.2	63.1	58.5	— %	8 %
Retail and advisor services assets	\$ 346.3	\$ 352.3	\$ 332.6	(2)%	4 %
Corporate services vested assets	140.6	147.3	139.7	(5)%	1 %
Retail, advisor services, and corporate services vested assets	\$ 486.9	\$ 499.6	\$ 472.3	(3)%	3 %
Corporate services unvested holdings	116.8	123.1	120.5	(5)%	(3)%
Total customer assets	\$ 603.7	\$ 622.7	\$ 592.8	(3)%	2 %
Net (Buy) / Sell Activity (\$B)					
Retail net (buy) / sell activity	\$ (1.8)	\$ 0.4	\$ 0.4	N.M.	N.M.
Advisor services net (buy) / sell activity	0.5	—	(0.1)	N.M.	N.M.
Net (buy) / sell activity	\$ (1.3)	\$ 0.4	\$ 0.3	N.M.	N.M.
Total Cash and Deposits (\$B)					
Sweep deposits	\$ 30.6	\$ 30.4	\$ 37.6	1 %	(19)%
Customer payables	10.6	10.9	10.9	(3)%	(3)%
Savings, checking and other banking assets	9.4	9.1	5.0	3 %	88 %
Total on-balance sheet cash	\$ 50.6	\$ 50.4	\$ 53.5	— %	(5)%
Sweep deposits at unaffiliated financial institutions	10.9	10.9	3.3	— %	230 %
Money market funds and other	1.7	1.8	1.7	(6)%	— %
Total customer cash held by third parties ⁽²⁾	\$ 12.6	\$ 12.7	\$ 5.0	(1)%	152 %
Total cash and deposits	\$ 63.2	\$ 63.1	\$ 58.5	— %	8 %

(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 E*TRADE Financial'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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