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E*TRADE Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406

ir@etrade.com

ENHANCED E*TRADE MOBILE APP MATCHES UNPARALLELED FUNCTIONALITY WITH FASTER, SLEEKER, AND MORE INTUITIVE EXPERIENCE

Redesigned iOS app from the #1 online broker,¹ now with commission-free trades, raises the bar across the industry for mobile-first investing

NEW YORK, December 3, 2019 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced the relaunch of its award-winning E*TRADE Mobile app.¹ Continuing its legacy of mobile innovation, the new iOS application delivers the comprehensive functionality investors and traders seek, now through a remarkably intuitive and engaging experience unrivaled by any in the industry. Enhancements include:

- **A centralized account experience.** Investors are served the functionality that matters most to them. Now they can see all accounts in one place and have a customized experience for each of their unique account types. With nearly 50% of total E*TRADE logins coming from mobile apps, this is a critical channel to meet customers wherever they may be on their financial journey.
- **Efficient navigation.** The redesigned iOS app delivers an even faster, sleeker, and more intuitive experience. Similar features are grouped together in tabs, and in-focus features are prominently displayed, delivering a more efficient use of the screen. Key research functions are also easily accessible. And coming soon, investors can toggle between a light or dark theme.
- **Trade in two taps.** Today, customers can even more easily access the trade ticket from all screens with clear and concise directions, such as: Save Order, Preview, View Order Status, and Place Order. The mobile app is the second-most popular channel for customers to place trades, so it was paramount to make the experience seamless, with the ability to trade in as little as two taps.

“We listen deeply to our customers—from those investing in their first fund, to those executing options strategies—and there is one resounding theme,” said Alice Milligan, Chief Customer Officer at E*TRADE Financial. “They seek more than just a sleek and simple app—they need a sleek and simple app that helps them do everything they need to do in their financial lives, whether it’s banking, monitoring their account, placing a trade, or learning more about the markets. The mobile functionality we offer through this redesigned app is a cut above any in the industry, and when combined with our first-class customer service and \$0 online equity commissions, it delivers an experience that cannot be beat.”

E*TRADE was named #1 Mobile App by StockBrokers.com, Best for Mobile Traders by *Barron’s*, and Best Stock Trading App by Investopedia. E*TRADE was also ranked first by Corporate Insight for mobile capabilities in their Q4 2019 e-Monitor report. The E*TRADE Mobile app also has a 4.7 rating in the Apple App Store.

Check out a [video](#) highlighting the redesigned E*TRADE Mobile app and [download](#) in the Apple App Store.

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 Financial

E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services 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 national federal savings banks (Members FDIC). More information is available at www.etrade.com.

Please read the important disclosures below.

System response and account access times may vary due to a variety of factors, including trading volumes, market conditions, system performance, and other factors.

App Store is a service mark of Apple Inc.

1. In [Investopedia's 2019 Best Online Brokers Awards](#), E*TRADE received seven "best of" award distinctions: for Beginners (4.5 stars), Stock Trading Apps (4.4 stars), ETFs (3.9 stars), Options Trading (4.2 stars), Roth IRAs (4.1 stars), IRAs (4.1 stars), and Web Trading Platforms (4.0 stars). E*TRADE earned 3.8 out of 5 stars overall. The 2019 Best Online Broker review assessed more than 70 online brokers across 10 key categories and 149 variables. E*TRADE's star ratings for all firm rankings out of 5 are: Total (3.8 stars), Trading Experience (4.2 stars), Trading Technology (3.4 stars), Usability (3.8 stars), Mobile and Emerging Tech (4.8 stars), Range of Offerings (3.9 stars), News and Research (4.5 stars), Portfolio Analysis and Reports (3.9 stars), Customer Service and Help (4.5 stars), Education (4.8 stars), and Costs (0.2 stars). [Read E*TRADE's 2019 review](#).

In [Barron's Best Online Brokers of 2019](#) review of 14 firms across six categories, E*TRADE received 4 out of 5 stars overall. E*TRADE also earned "Best for Mobile Traders" (4.5 stars), "Best for Retirement Investors" (3.5 stars), and "Best for Occasional Traders" (4 stars) distinctions.

In [StockBrokers.com's](#) 2019 Online Broker Review of 16 firms across 284 different variables, E*TRADE was awarded the #1 Mobile Trading, #1 Options Trading, and #1 Web Based Platform Awards. In addition, E*TRADE received 10 Best in Class distinctions: Overall, Offering of Investments, Research, Mobile Trading, Education, Options Trading, Beginners, Ease of Use, Customer Service, and Banking. E*TRADE's star ratings for all category rankings out of 5: Overall (4 stars), Commissions & Fees (3.5 stars), Offering of Investments (4.5 stars), Platforms & Tools (4.5 stars), Research (4.5 stars), Customer Service (4.5 stars), Mobile Trading (5 stars), Ease of Use (4.5 stars), Education (4.5 stars), Beginners (4.5 stars), Options Trading (5 stars), and Banking (4 stars). Read the [2019 Online Broker Review](#).

In Kiplinger's annual Best Online Brokers Review of 10 firms across seven categories, E*TRADE was awarded first place with an overall score of 82.9 out of 100 and "Best for Mutual Fund Investors". E*TRADE's ratings for all category rankings include: Overall (#1), User Experience (#2), Investment Choices (#2), Advisory Services (#3), Mobile (#3), Research (#4), Commissions and Fees (#6), and Tools (#7). Read the full "[Best Online Brokers, 2019](#)" survey.

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