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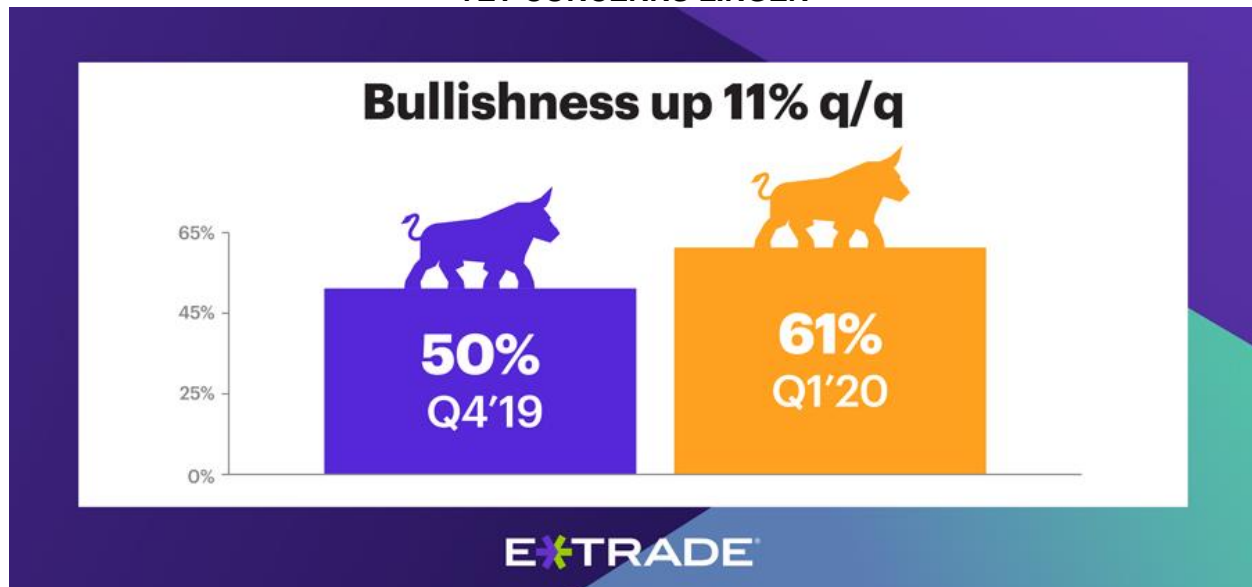
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E*TRADE STUDY REVEALS BULLS CHARGING INTO NEW YEAR, YET CONCERNS LINGER



Despite rising geopolitical tensions and recession concerns, investors think the market will rise this quarter, but recognize the bull run won't last forever

ARLINGTON, VA, January 13, 2020 — E*TRADE Financial Corporation (NASDAQ: ETFC) today announced results from the most recent wave of *StreetWise*, the E*TRADE quarterly tracking study of experienced investors. Results indicate increasingly bullish investor views:

- **Investors kick off the year optimistic.** Bullish sentiment rose 11 percentage points to 61%, matching 2019 bullish highs (61%).
- **And most think the market will rise this quarter.** The majority of investors (56%) believe the market will rise this quarter, an increase of 13 percentage points since last quarter.
- **Investors feel significantly more *Raging Bull*.** When asked which movie best describes the market this quarter *Raging Bull* scored highest (22%), up 15 percentage points since last quarter.
- **Though recession fears continue.** Nearly one third of investors (30%) say they're most concerned with recession.
- **And many think the end is near.** More than three out of five investors (62%) believe the bull market will come to an end within two years, and most think we're at our economic peak (56%).

“We ended 2019 with record highs and the market continues to show strength as we start the New Year,” said Mike Loewengart, VP of Investment Strategy. “Amid a backdrop of strong economic fundamentals, investors are looking past the near-term noise of Middle Eastern tensions, trade disputes, and impeachment inquiries and staying focused on their long-term goals. The market is nothing if not unpredictable, so having a basket of diversified investments will be paramount for investors to help weather the inevitable market highs and lows.”

The survey explored investor views on sector opportunities for the first quarter of 2020:

- **IT.** The tech sector has consistently remained a top performer and, with a final Phase One US-China trade deal, investors see opportunity ahead with nearly half (46%) showing interest in the sector.
- **Energy.** As Middle Eastern tensions rise, investors are seeing opportunity in the energy sector (45%) as supply and demand concerns take hold. Interest in the sector ticked up 4 percentage points for this quarter.
- **Health care.** The health care sector remains a key area of interest for investors (44%). Despite bullish sentiment for this quarter, health care stocks are typically viewed as a defensive play with the ability to weather economic downturns.

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](https://twitter.com/ETRADE).

About the Survey

This wave of the survey was conducted from January 1 to January 10 of 2020 among an online US sample of 907 self-directed active investors who manage at least \$10,000 in an online brokerage account. The survey has a margin of error of ± 3.20 percent at the 95 percent confidence level. It was fielded and administered by Dynata. The panel is broken into thirds of active (trade more than once a week), swing (trade less than once a week but more than once a month), and passive (trade less than once a month). The panel is 60% male and 40% female, with an even distribution across online brokerages, geographic regions, and age bands.

About E*TRADE Financial and Important Notices

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E*TRADE Financial Corporation engages Dynata to program, field, and tabulate the study. Dynata provides digital research data and has locations in the Americas, Europe, the Middle East and Asia-Pacific. For more information, please go to www.dynata.com.

Referenced Data

<i>When it comes to the current market, are you?</i>					
	Total				
	Q1'20	Q4'19	Q3'19	Q2'19	Q1'19
Bullish	61%	50%	61%	58%	46%
Bearish	39%	50%	39%	42%	54%

<i>Where do you predict the market will end this quarter?</i>		
	Q1'20	Q4'19
Drop (Net)	25%	36%
Drop - 20%	1%	1%
Drop - 15%	1%	3%
Drop - 10%	7%	8%
Drop - 5%	16%	23%
Stay where it is	19%	22%
Rise 5%	37%	26%
Rise 10%	13%	11%
Rise 15%	4%	4%
Rise 20%	2%	2%
Rise (Net)	56%	43%

<i>If you had to pick a movie title that best describes how you personally feel about the market this quarter, which would it be?</i>		
	Total	
	Q1'20	Q4'19
<i>Raging Bull</i>	22%	7%
<i>Easy Rider</i>	22%	21%
<i>Singin' in the Rain</i>	19%	12%
<i>Dazed and Confused</i>	17%	32%

<i>Pulp Fiction</i>	8%	10%
<i>Fear and Loathing in Las Vegas</i>	5%	7%
<i>Jackass</i>	4%	8%
<i>Apocalypse Now</i>	3%	3%

<i>Which of the following risks are you most concerned about when it comes to your portfolio? (Top 2)</i>		
	Total	
	Q1'20	Q4'19
US trade tensions	44%	47%
Recession	30%	34%
Market volatility	23%	22%
Gridlock in Washington	23%	24%
Economic weakness abroad	20%	20%
Fed monetary policy	16%	16%
Flattening/inverted yield curve	11%	11%
Brexit	7%	8%
Softening job market	5%	4%
Low inflation	5%	3%
Other	8%	5%
None of these	4%	3%

<i>How many years do you think we have left in the bull market?</i>		
	Total	
	Q1'20	Q4'19
5+ years	5%	4%
3–4 years	23%	23%
1–2 years	37%	34%
The end is near	25%	28%
I don't know	10%	11%

<i>What stage of the business cycle do you believe we are currently in?</i>		
	Total	
	Q1'20	Q4'19
Peak	56%	52%
Expansion	27%	19%
Recession	13%	24%
Trough	2%	4%

Recovery	2%	1%
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<i>What industries do you think offer the most potential this quarter? (Top three)</i>					
	Q1'20	Q4'19	Q3'19	Q2'19	Q1'19
Information technology	46%	47%	47%	44%	38%
Energy	45%	41%	41%	48%	40%
Health care	44%	43%	48%	48%	50%
Financials	33%	31%	35%	34%	36%
Real estate	27%	-	-	-	-
Utilities	21%	32%	26%	27%	29%
Communication services	20%	21%	23%	22%	23%
Consumer staples	19%	30%	25%	22%	30%
Industrials	17%	18%	21%	22%	20%
Materials	16%	17%	16%	19%	16%
Consumer discretionary	13%	19%	18%	15%	17%