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**E\*TRADE FINANCIAL CORPORATION REPORTS  
MONTHLY ACTIVITY FOR JANUARY 2020**

**ARLINGTON, VA, February 12, 2020** – E\*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for January 2020.

<b>Monthly Activity Data</b>	<b>Jan-20</b>	<b>Dec-19</b>	<b>Jan-19</b>	<b>% Chg. M/M</b>	<b>% Chg. Y/Y</b>
Trading days	21.0	20.5	21.0	N.M.	N.M.
DARTs	463,739	353,510	276,503	31 %	68 %
Derivative DARTs	155,177	113,395	93,136	37 %	67 %
Derivative DARTs %	33 %	32 %	34 %	1 %	(1)%
Margin receivables (\$B)	\$ 10.0	\$ 9.7	\$ 9.8	3 %	2 %
Net new retail accounts	25,341	19,805	21,410	28 %	18 %
Net new advisor services accounts	(1,107)	(80)	353	N.M.	N.M.
Net new corporate services accounts	15,774	10,808	19,988	46 %	(21)%
Net new accounts	40,008	30,533	41,751	31 %	(4)%
End of period retail accounts	5,195,098	5,169,757	5,029,177	— %	3 %
End of period advisor services accounts	147,091	148,198	151,594	(1)%	(3)%
End of period corporate services accounts	1,924,610	1,908,836	1,783,817	1 %	8 %
End of period accounts	7,266,799	7,226,791	6,964,588	1 %	4 %
Net new retail assets (\$B) <sup>(1)</sup>	\$ 2.6	\$ 2.7	\$ 1.1	(4)%	136 %
Net new advisor services assets (\$B) <sup>(1)</sup>	(0.2)	0.3	—	N.M.	(100)%
Net new retail and advisor services assets (\$B)	\$ 2.4	\$ 3.0	\$ 1.1	(20)%	118 %
<b>Total Customer Assets (\$B)</b>					
Security holdings	\$ 315.1	\$ 310.7	\$ 265.3	1 %	19 %
Cash and deposits	72.3	71.0	60.0	2 %	21 %
Retail and advisor services assets	\$ 387.4	\$ 381.7	\$ 325.3	1 %	19 %
Corporate services vested assets	161.4	159.1	127.7	1 %	26 %
Retail, advisor services, and corporate services vested assets	\$ 548.8	\$ 540.8	\$ 453.0	1 %	21 %
Corporate services unvested holdings	142.9	136.7	104.6	5 %	37 %
Total customer assets	\$ 691.7	\$ 677.5	\$ 557.6	2 %	24 %
<b>Net (Buy) / Sell Activity (\$B)</b>					
Retail net (buy) / sell activity	\$ (1.6)	\$ 0.9	\$ (1.1)	N.M.	N.M.
Advisor services net (buy) / sell activity	0.1	—	(0.2)	N.M.	N.M.
Net (buy) / sell activity	\$ (1.5)	\$ 0.9	\$ (1.3)	N.M.	N.M.
<b>Total Cash and Deposits (\$B)</b>					
Brokerage sweep deposits	\$ 31.4	\$ 27.9	\$ 37.7	13 %	(17)%
Bank sweep deposits <sup>(2)</sup>	2.2	6.4	—	(66)%	100 %
Customer payables	13.4	12.8	10.2	5 %	31 %
Savings, checking and other banking assets <sup>(2)</sup>	4.3	4.3	6.4	— %	(33)%
Total on-balance sheet cash	\$ 51.3	\$ 51.4	\$ 54.3	— %	(6)%
Brokerage sweep deposits at unaffiliated financial institutions	13.3	16.9	4.0	(21)%	233 %
Bank sweep deposits at unaffiliated financial institutions <sup>(3)</sup>	5.9	0.8	—	N.M.	100 %
Money market funds and other	1.8	1.9	1.7	(5)%	6 %
Total customer cash held by third parties <sup>(4)</sup>	\$ 21.0	\$ 19.6	\$ 5.7	7 %	268 %
Total customer cash and deposits	\$ 72.3	\$ 71.0	\$ 60.0	2 %	21 %

- (1) Net new retail and advisor services assets exclude the effects of market movements in the value of retail and advisor services assets.
- (2) Beginning November 2019, bank sweep deposits include Premium Savings Accounts participating in sweep deposit account programs. Savings, checking, and other banking assets include \$1.0 billion of deposits at both January 31, 2020 and December 31, 2019, respectively, in our Premium Savings Account product. We plan to convert the remaining Premium Savings Account balances to the new third-party reciprocal sweep deposit program.
- (3) Bank sweep deposits at unaffiliated financial institutions includes customer cash related to Premium Savings Accounts held outside E\*TRADE Financial presented net of deposit balances from unaffiliated financial institutions held on-balance sheet.
- (4) 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, net of deposit balances from unaffiliated financial institutions held on-balance sheet. Customer cash held by third parties is not reflected in E\*TRADE Financial's consolidated or 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>.

#### **About E\*TRADE Financial Corporation**

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#### **Important Notices**

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