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E*TRADE UNVEILS TOOLS TO HELP INVESTORS BUILD PORTFOLIOS MAPPED TO THEIR FINANCIAL LIFE STAGE AND TRENDS THEY CARE ABOUT

Fresh investing themes and income-generating fund screeners add to an already robust investing experience and help drive sound financial habits

ARLINGTON, Va., March 6, 2020 – E*TRADE Financial Corporation (NASDAQ: ETFC) today announced a series of new tools with low barriers to entry that help customers diversify their portfolio:

- **Low-cost portfolios that enable good investing habits.** With just \$500, investors can choose a no-transaction-fee mutual fund portfolio based on their tolerance for risk. Customers can set up recurring deposits to their account according to their schedule, making investing a routine.
- **Fund filters for income-oriented investors.** Baby Boomer investors are in search of ways to generate income—especially as they enter retirement. Now they can easily filter for non-proprietary, income-generating ETFs and mutual funds built with dividend-paying stocks or interest-bearing bonds. These funds are on the E*TRADE All-Star list, which undergo a rigorous review process by the Company’s Investment Strategy team.
- **Innovative Tech and Rising Economy investing themes.** Investors looking to align their investments with their interests can now leverage two additional thematic screeners. The Technology Pacesetter theme surfaces hand-picked ETFs focused on tech-forward companies creating new products, while the Rising Economy theme centers on exposure to countries with rapidly developing economies.

“The days of cookie-cutter solutions for investors are gone—by leveraging best-of-the-web digital tools, we can deliver meaningful and confidence-building experiences for customers across various life stages and levels of financial sophistication,” said Rich Messina, Managing Director of Financial Product Management at E*TRADE Financial. “Many are hamstrung to get started in their investing careers and one major roadblock is finding financial tools that are easy to use and in plain English. By giving today’s investors the resources they need to consistently save, even if it’s just a little at a time, they are taking meaningful steps to build their financial future.”

The announcement comes on the heels of E*TRADE earning “Best for Mobile Traders” and “Best for Income-Oriented Investors” from Barron’s in their annual online broker review. E*TRADE earned 4.5 out of 5.0 stars overall, outpacing TD Ameritrade and Charles Schwab.

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 E*TRADE Financial and Important Notices

The fund's prospectus contains its investment objectives, risks, charges, expenses, and other important information and should be read and considered carefully before investing. For a current prospectus, visit etrade.com/mutualfunds or visit the Exchange-Traded Funds Center at etrade.com/etf.

Prebuilt Portfolios are an educational tool and should not be relied upon as the primary basis for investment, financial, tax-planning, or retirement decisions. This tool provides a sample of possible portfolios based on varying degrees of market risk. These portfolios are not tailored to the investment objectives of a specific investor. This educational information neither is, nor should be construed as investment advice, financial guidance, or an offer or a solicitation or recommendation to buy, sell, or hold any security, or to engage in any specific investment strategy by E*TRADE. These prebuilt portfolios may change at any time and E*TRADE will not notify you when such changes are made.

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Funds chosen for the All-Star List are selected from the no-load funds offered through E*TRADE Securities. **For more information about the All-Star List, please see the list criteria at etrade.com/allstar.** All-Star lists are not a recommendation by E*TRADE Securities or its affiliates to buy, sell or hold any security, financial product or instrument, nor is it an endorsement of any specific security, company, fund family, product, or service.

The Thematic Investing screener is an educational tool and should not be relied upon as the primary basis for investment, financial, tax-planning, or retirement decisions. This tool provides a sample of exchange-traded funds (“ETFs”) that may be of interest to investors and is provided to customers as a resource to learn more about different categories of ETFs and the use of screeners. This educational information neither is, nor should be construed as, investment advice, financial guidance, or an offer or a solicitation or recommendation to buy, sell, or hold any security, or to engage in any specific investment strategy by E*TRADE. Additional ETFs available through E*TRADE Securities LLC (“ETS”) may be found by using the ETF screener at <https://www.etrade.wallst.com/Research/Screener/ETF/>.

ETFs are subject to risks similar to those of other diversified portfolios. Although ETFs are generally designed to provide investment results that generally correspond to the performance of their respective underlying indexes, they may not be able to exactly replicate the performance of the indexes because of expenses and other factors.

Investing in securities involves risk, including the possible loss of principal. There is no assurance that any money manager, mutual fund, asset class, index, or style will provide positive performance over time.

In Barron's Best Online Brokers of 2020 review of 10 firms across six major categories and 78 subcategories, E*TRADE received 4.5 out of 5.0 stars overall. E*TRADE also earned "Best for Mobile Traders" (5 stars) and "Best for Investment-Oriented Traders" (4.5 stars) distinctions.

E*TRADE Financial and its subsidiaries provide financial services including brokerage and banking products and services to retail customers. Securities products and services, including mutual funds and ETFs, 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.

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