

FOR IMMEDIATE RELEASE

E*TRADE Media Relations

646-521-4418

mediainq@etrade.com

E*TRADE Investor Relations

646-521-4406

IR@etrade.com

STOCK PLAN ADMINISTRATORS TACKLE KEY CHALLENGES AT E*TRADE'S ANNUAL CORPORATE SERVICES CONFERENCE

#1 challenge selected by stock plan administrators is managing performance awards; subject matter experts weigh in during industry conference

NEW YORK, AUGUST 13, 2018 – E*TRADE Financial Corporate Services, Inc. recently hosted Directions, its annual equity compensation conference, during which attendees unpacked core challenges facing the industry, including those uncovered in E*TRADE's annual corporate client survey, in which administrators were asked what they're most concerned about in the year ahead.¹

1. **52% said managing performance award metrics.** With performance-based grants becoming an increasingly common form of equity compensation, administrators are seeking support and education on how to manage this complex award.
2. **43% said financial accounting and reporting.** Administrators are exposed to a host of common reports, but they struggle with determining which one will give them what they need in a timely manner.
3. **38% said participant education.** Administrators seek tools to quickly and concisely answer participants' equity compensation questions both on a broad scale and at the individual level.

"As performance-based equity awards evolve, administrators need to scale their plan administration, operations, and education," said Scott Whatley, President of E*TRADE Financial Corporate Services. "In speaking with our clients during this past Directions conference, it was clear this challenge is top of mind. Fortunately, the gathering serves as the ideal venue to bring together stock plan administration professionals, tackle challenges head-on, and share industry insights."

Directions is one of the nation's leading and longest-running conferences for stock plan professionals. This year, the conference had record attendance, with almost 600 attendees from across various industries like health care, technology, retail, media, and more. Throughout this year's conference, attendees had the opportunity to participate in a variety of programs, including:

- 40 hands-on experiences with E*TRADE's #1-rated equity compensation platform,² Equity Edge Online®, and training to help work through financial accounting and reporting challenges like expensing, dilution, and forecasting.
- Breakout sessions with industry thought leaders to understand performance award setup, goal record management, metrics tracking, reporting, and expensing considerations.

- Demonstrations of participant communication tools, like Broadcast messages, the Participant Communication Center, and the new Knowledge Center, which delivers stock plan education for participants through articles, videos, and more.

Feedback from the most recent Directions conference was overwhelmingly positive:³

- **Almost 10 out of 10 (99%)** of surveyed attendees would recommend the event to a peer.
- **More than nine out of 10 (96%)** said the overall experience was “Very Good” or “Excellent”.
- **More than nine out of 10 (94%)** said they will likely attend Directions 2019.

Programming for Directions 2019 is well underway, and next year’s conference will be held in Palm Springs, California, from Tuesday, May 14 to Friday, May 17, 2019. To learn more about the event and E*TRADE’s equity compensation offering, visit etrade.com/corporateservices.

1. E*TRADE Financial Corporate Services, Inc. annual survey fielded from February 15, 2018, to March 16, 2018, to all corporate clients of record.

2. As of June 30, 2017, Group Five Stock Plan Administration Benchmark Study and Financial Reporting Benchmark Study rated Equity Edge Online® highest in Loyalty and Overall Satisfaction for the sixth consecutive year (2012–2017) among all plan sponsors who use a commercial system to manage the recordkeeping of their stock plans in-house. Group Five, LLC is not affiliated with E*TRADE Financial Corporate Services, Inc. or the E*TRADE Financial family of companies.

3. E*TRADE Financial Corporate Services, Inc. annual Directions conference survey fielded from Tuesday, May 8, 2018, to Thursday, May 31, 2018.

For useful insight from E*TRADE and third-party investment professionals, follow the company on Twitter, [@ETRADE](https://twitter.com/ETRADE).

About E*TRADE Financial and Important Notices

The E*TRADE Financial family of companies provides financial services, including trading, investing, banking, and managing employee stock plans. Employee stock plan solutions are offered by E*TRADE Financial Corporate Services, Inc. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). Commodity 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, a Federal savings bank, Member FDIC, or its subsidiaries. More information is available at www.etrade.com.

In connection with stock plan solutions offered by E*TRADE Financial Corporate Services, Inc., E*TRADE Securities LLC provides brokerage services to stock plan participants. E*TRADE Financial, E*TRADE, and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G