



FOR IMMEDIATE RELEASE

E*TRADE Media Relations

Thayer Fox

646-521-4418

thayer.fox@etrade.com

E*TRADE Investor Relations

Brett Goodman

646-521-4406

brett.goodman@etrade.com

**E*TRADE FINANCIAL CORPORATION REPORTS
MONTHLY ACTIVITY FOR NOVEMBER 2015**

NEW YORK, December 14, 2015 – E*TRADE Financial Corporation (NASDAQ: ETFC) today released its Monthly Activity Report for November 2015.

Daily Average Revenue Trades ("DARTs") for November were 148,777, a three percent increase from October and a nine percent decrease from the year-ago period. The Company added 27,698 gross new brokerage accounts in November and ended the month with approximately 3.2 million brokerage accounts — an increase of 7,255 from October.

Net new brokerage assets were \$1.0 billion in the month. During the month, customer security holdings increased by \$0.1 billion, and brokerage-related cash increased by \$0.7 billion to \$41.7 billion. Bank-related cash and deposits ended the month unchanged at \$5.3 billion. Customers were net buyers of approximately \$0.2 billion in securities during the month.

(more)

Monthly Activity Data

	Nov-15	Oct-15	Nov-14	% Chg. M/M	% Chg. Y/Y
Trading days	19.5	22.0	18.5	N.M.	N.M.
DARTs	148,777	144,607	163,045	2.9 %	(8.8)%
Gross new brokerage accounts	27,698	24,227	26,805	14.3 %	3.3 %
Gross new stock plan accounts	22,292	39,860	16,233	(44.1)%	37.3 %
Gross new banking accounts	355	345	493	2.9 %	(28.0)%
Total gross new accounts	50,345	64,432	43,531	(21.9)%	15.7 %
Net new brokerage accounts ⁽¹⁾	7,255	363	8,761	N.M.	N.M.
Net new stock plan accounts	6,961	26,055	1,159	N.M.	N.M.
Net new banking accounts	(1,281)	(1,396)	(1,665)	N.M.	N.M.
Net new accounts	12,935	25,022	8,255	N.M.	N.M.
End of period brokerage accounts ⁽¹⁾	3,211,149	3,203,894	3,137,149	0.2 %	2.4 %
End of period stock plan accounts	1,391,486	1,384,525	1,267,724	0.5 %	9.8 %
End of period banking accounts	341,412	342,693	368,181	(0.4)%	(7.3)%
End of period total accounts	4,944,047	4,931,112	4,773,054	0.3 %	3.6 %
Customer Assets (\$B)					
Security holdings	\$ 211.2	\$ 211.1	\$ 208.8	0.0 %	1.1 %
Customer payables (cash)	6.6	6.4	6.6	3.1 %	0.0 %
Customer assets held by third parties ⁽²⁾	12.3	13.0	15.1	(5.4)%	(18.5)%
Sweep deposits	22.8	21.6	19.1	5.6 %	19.4 %
Brokerage customer assets	252.9	252.1	249.6	0.3 %	1.3 %
Unexercised stock plan customer holdings (vested)	37.7	37.3	38.7	1.1 %	(2.6)%
Savings, checking and other banking customer assets	5.3	5.3	5.8	0.0 %	(8.6)%
Total customer assets	295.9	294.7	294.1	0.4 %	0.6 %
Net new brokerage assets (\$B) ⁽³⁾	\$ 1.0	\$ 0.5	\$ 1.0	N.M.	N.M.
Net new banking assets (\$B) ⁽³⁾	0.0	0.0	0.0	N.M.	N.M.
Net new customer assets (\$B) ⁽³⁾	\$ 1.0	\$ 0.5	\$ 1.0	N.M.	N.M.
Brokerage related cash (\$B)	\$ 41.7	\$ 41.0	\$ 40.8	1.7 %	2.2 %
Other customer cash and deposits (\$B)	5.3	5.3	5.8	0.0 %	(8.6)%
Total customer cash and deposits (\$B)	\$ 47.0	\$ 46.3	\$ 46.6	1.5 %	0.9 %
Customer net (buy) / sell activity (\$B)	\$ (0.2)	\$ 0.9	\$ (0.2)	N.M.	N.M.

- (1) Net new brokerage accounts include the closure of 1,621 accounts in November 2015 and 753 accounts in October 2015 related to the shutdown of the Company's global trading platform.
- (2) Customer assets held by third parties are held outside E*TRADE Financial and include money market funds and sweep deposit accounts at unaffiliated financial institutions. Customer assets held by third parties are not reflected in the Company's consolidated balance sheet and are not immediately available for liquidity purposes. However, the Company maintains the ability to transfer the majority of these customer assets to its balance sheet with notification to the third party institutions and customer consent, as appropriate.
- (3) Net new customer assets are total inflows to all new and existing customer accounts less total outflows from all closed and existing customer accounts. The net new brokerage assets and net new banking assets metrics treat asset flows between E*TRADE entities in the same manner as unrelated third party accounts.

Historical metrics and financials can be found on E*TRADE Financial's corporate website at <https://about.etrade.com>.

(more)

About E*TRADE Financial

E*TRADE Financial and its subsidiaries provide financial services including online brokerage and related banking products and services to retail investors. Specific business segments include Trading and Investing and Balance Sheet Management. Securities products and services are offered by E*TRADE Securities LLC (Member FINRA/SIPC). 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.

###

Important Notices

E*TRADE Financial, E*TRADE, and the E*TRADE logo are trademarks or registered trademarks of E*TRADE Financial Corporation. ETFC-G

© 2015 E*TRADE Financial Corporation. All rights reserved.