



UPDATES TO E*TRADE'S CUSTOMER ACTIVITY METRICS

April 2019

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Realignment of customer activity metrics

- We have enhanced the structure of our reporting to better align our customer activity metrics to our customer channels. We updated our account and asset roll-ups by:
 - combining **brokerage** and **banking** under the **retail** heading
 - distinguishing **advisor services** as its own channel
 - renaming **stock plan** to **corporate services** and providing a breakout of vested balances
- We have refined our presentation of trades to capture only commissionable trades to more closely align to commissions revenue. This has impacted our presentation of daily average revenue trades (DARTs), derivative DARTs %, and average commission per trade. Commissionable trades exclude trades related to no transaction fee mutual funds and commission-free ETFs, rebalancing trades associated with our managed products, and other non-commissionable trades
- We aligned the minimum threshold for gross new and end of period retail accounts to \$25 and refined the definition for gross new retail accounts sourced from corporate services to include only those which maintain a minimum balance of \$25 at the end of the reporting period or trade within the reporting period
- We have released a historical quarterly metrics spreadsheet posted to about.etrade.com with our customer activity metrics under both the new and prior structure and definitions, including three years of historical quarterly data
- Along with the first quarter earnings release we will update the customer activity metrics spreadsheets to include Q1 customer activity metrics under both the new and prior format. Going forward we plan to only show metrics under the new format

Trading: refining the presentation of trades

We have refined our presentation of trades to capture only commissionable trades to more closely correspond to commissions revenue. This has impacted our presentation of daily average revenue trades (DARTs), derivative DARTs %, and average commission per trade. Commissionable trades exclude trades related to no transaction fee mutual funds and commission-free ETFs, rebalancing trades associated with our managed products, and other non-commissionable trades

Old

Trading days

DARTs

Derivative DARTs

Derivative DARTs %

Total trades (MM)

Average commission per trade

New

Commissionable trades (MM)

Trading days

DARTs

Derivative DARTs

Derivative DARTs %

Average commission per trade

Trading: refining the presentation of trades

Old (Q4'18)	New (Q4'18)
DARTs 296K	DARTs 281K
Derivative DARTs 93K	Derivative DARTs 92K
Derivative DARTs % 31%	Derivative DARTs % 33%
Total trades (MM) 18.3	Commissionable trades (MM) 17.4
Average commission per trade \$6.66	Average commission per trade \$7.00

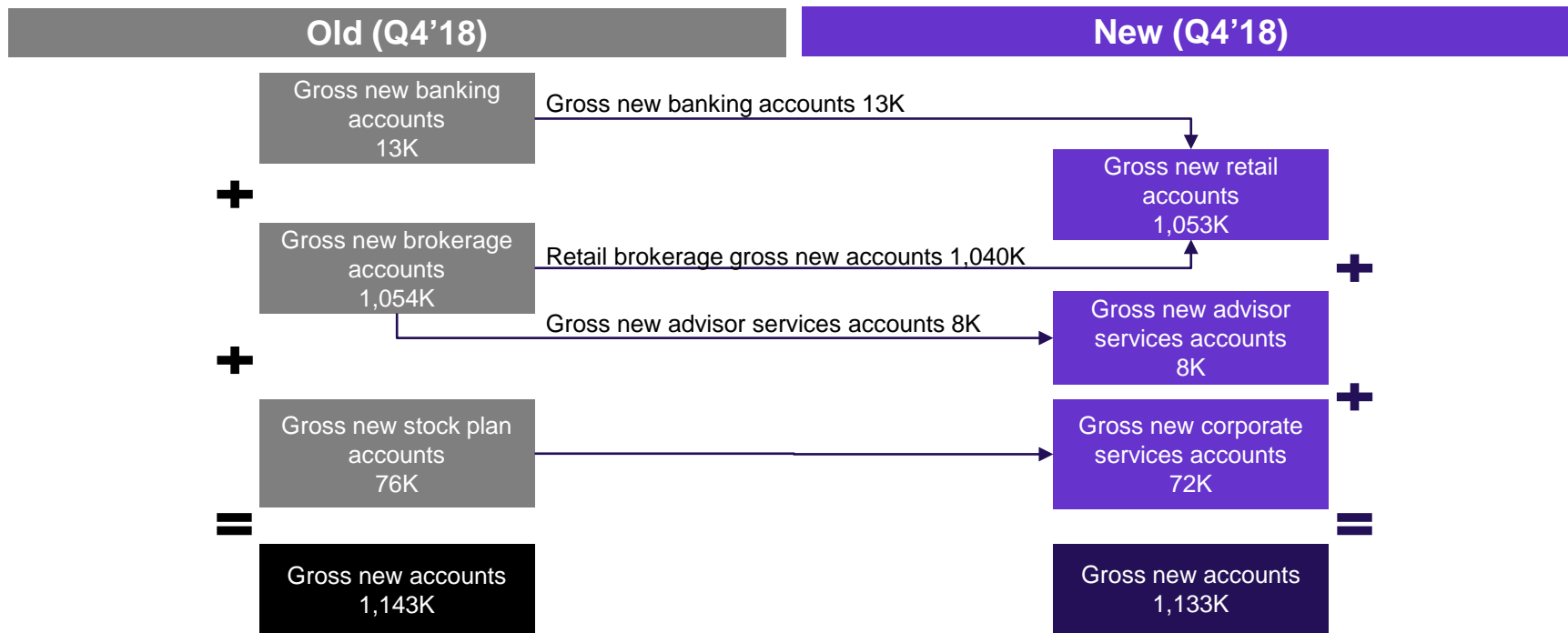
In April of 2019, the presentation of trades was refined to capture only commissionable trades to more closely correspond to commissions revenue. This impacts the presentation of daily average revenue trades (DARTs), derivative DARTs %, and average commission per trade. Commissionable trades exclude trades related to no transaction fee mutual funds and commission-free ETFs, rebalancing trades associated with our managed products, and other non-commissionable trades.

Realigning the roll-up of accounts

We updated the alignment of our account roll-ups, combining retail brokerage and banking accounts under retail, and distinguishing advisor services as its own channel. We aligned the minimum threshold for gross new and end of period retail accounts at \$25 and refined the definition for gross new retail accounts sourced from corporate services to include only those which maintain a minimum balance of \$25 at the end of the reporting period or trade within the reporting period

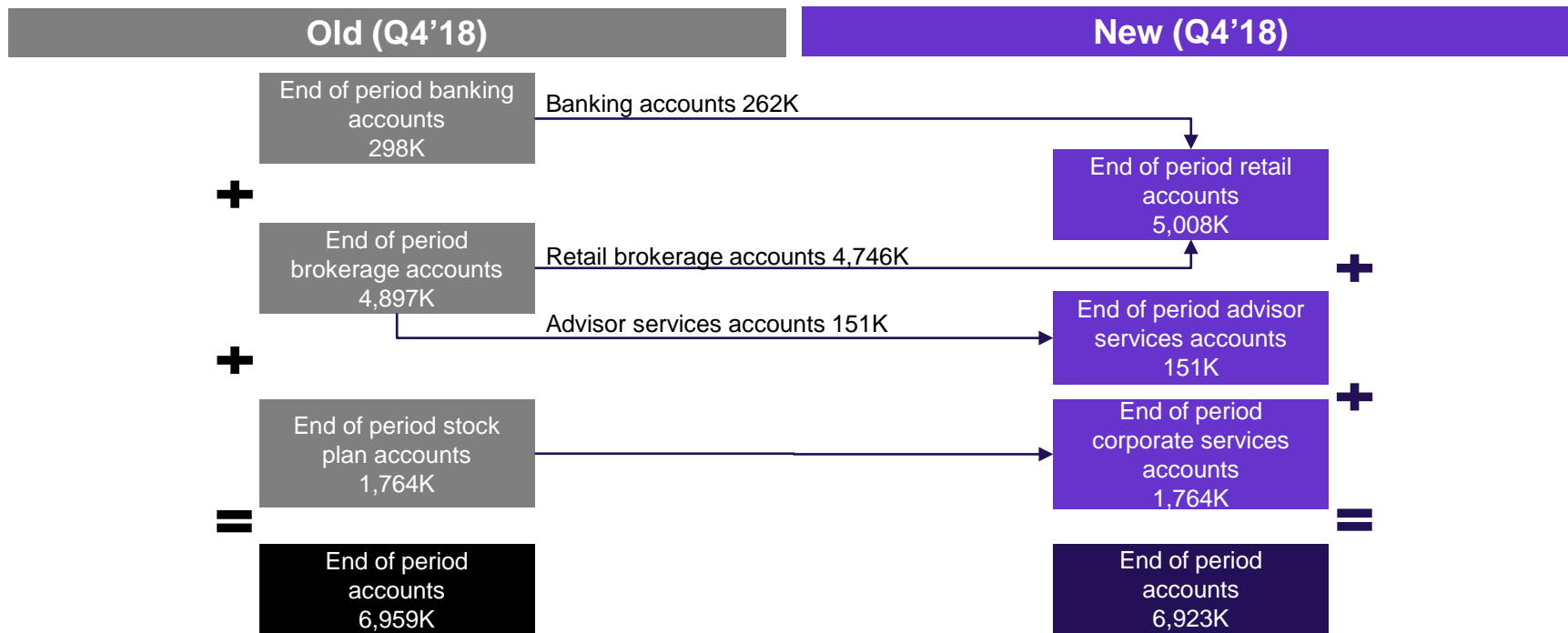
Old	New
<ul style="list-style-type: none"> Gross new brokerage accounts Gross new stock plan accounts Gross new banking accounts Closed accounts Net new accounts 	<ul style="list-style-type: none"> Gross new retail accounts Gross new advisor services accounts <u>Gross new corporate services accounts</u> Gross new accounts
<ul style="list-style-type: none"> Net new brokerage accounts Net new stock plan accounts Net new banking accounts Net new accounts 	<ul style="list-style-type: none"> Net new retail accounts Net new advisor services accounts <u>Net new corporate services accounts</u> Net new accounts
<ul style="list-style-type: none"> End of period brokerage accounts End of period stock plan accounts End of period banking accounts End of period total accounts 	<ul style="list-style-type: none"> End of period retail accounts End of period advisor services accounts <u>End of period corporate services accounts</u> End of period accounts

Gross new accounts: realignment, account thresholds



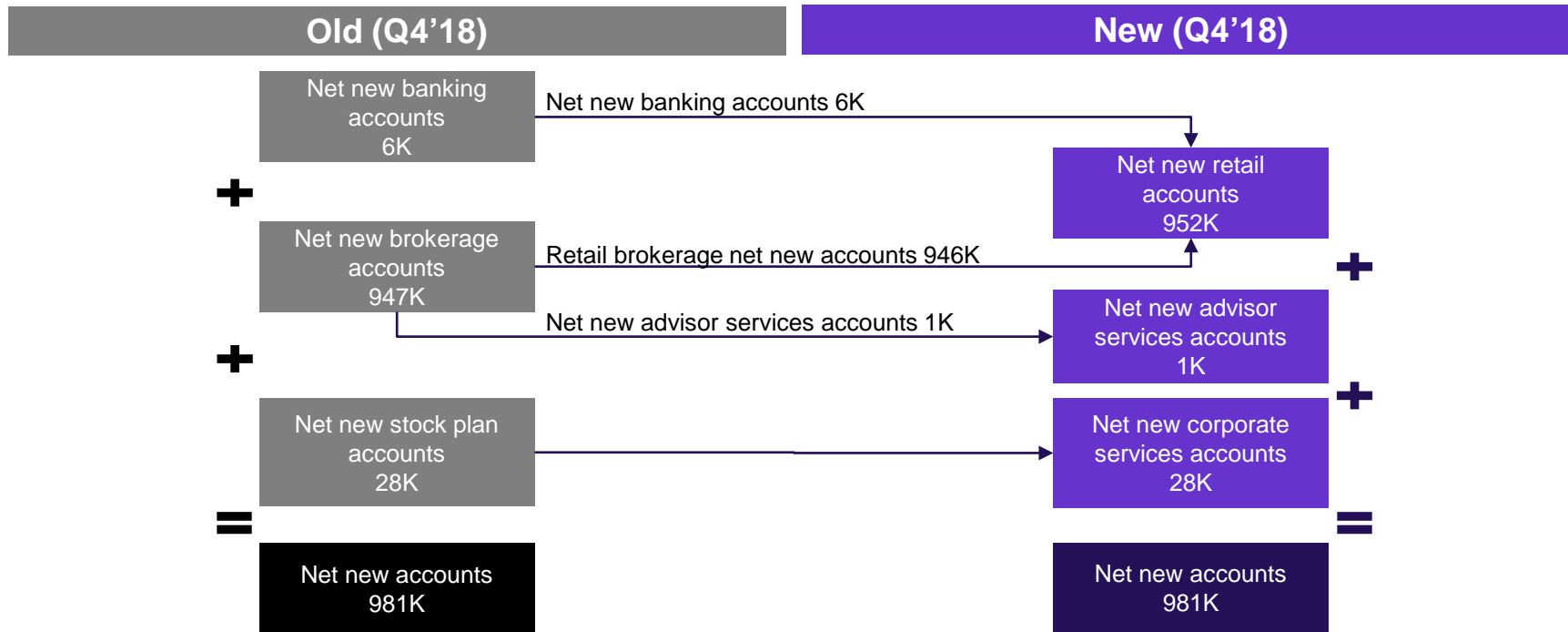
In April of 2019, the Company aligned the minimum threshold for gross new and end of period retail accounts at \$25

End of period accounts: realignment, account thresholds



In April of 2019, the Company aligned the minimum threshold for gross new and end of period retail accounts at \$25

Net new accounts: realignment, account thresholds



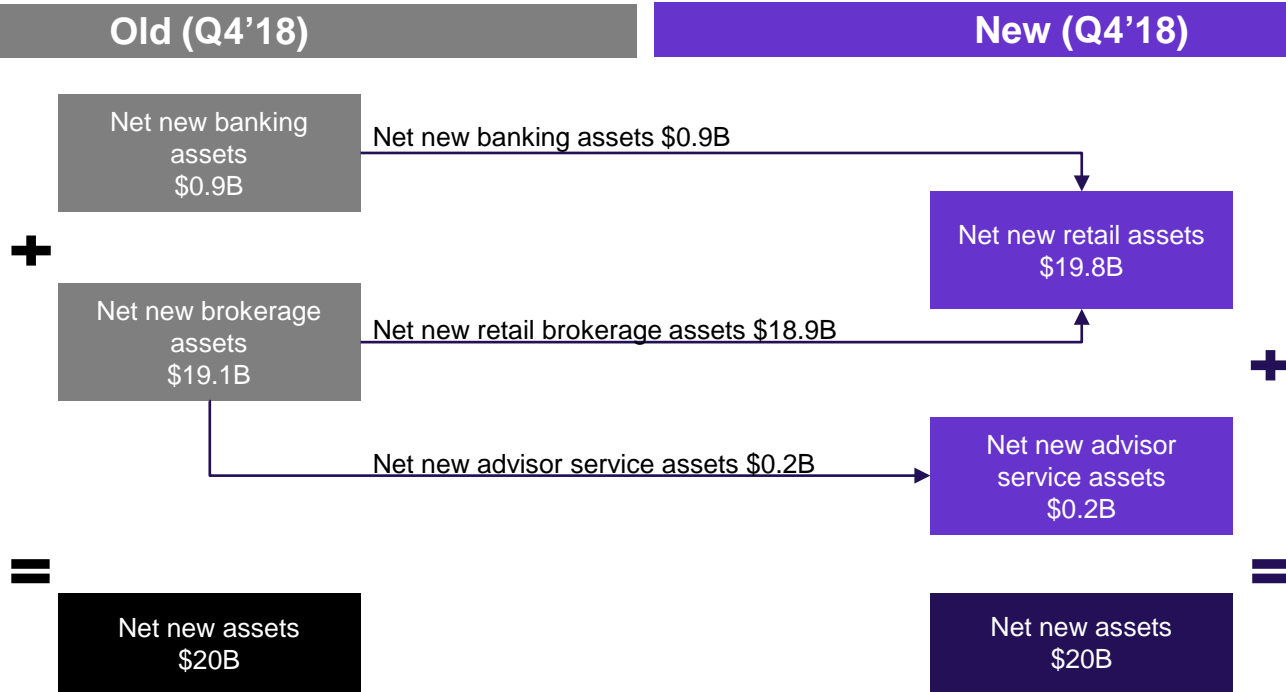
In April of 2019, the Company aligned the minimum threshold for gross new and end of period retail accounts at \$25

Realigning the roll-up of net new assets

We updated the alignment of our net new asset roll-ups, combining retail brokerage and banking under retail, and distinguishing advisor services as its own channel

Old	New
<ul style="list-style-type: none">Net new brokerage assetsNet new banking assetsNet new customer assets	<ul style="list-style-type: none">Net new retail assetsNet new advisor services assetsNet new retail and advisor services assets

Net new assets: realignment

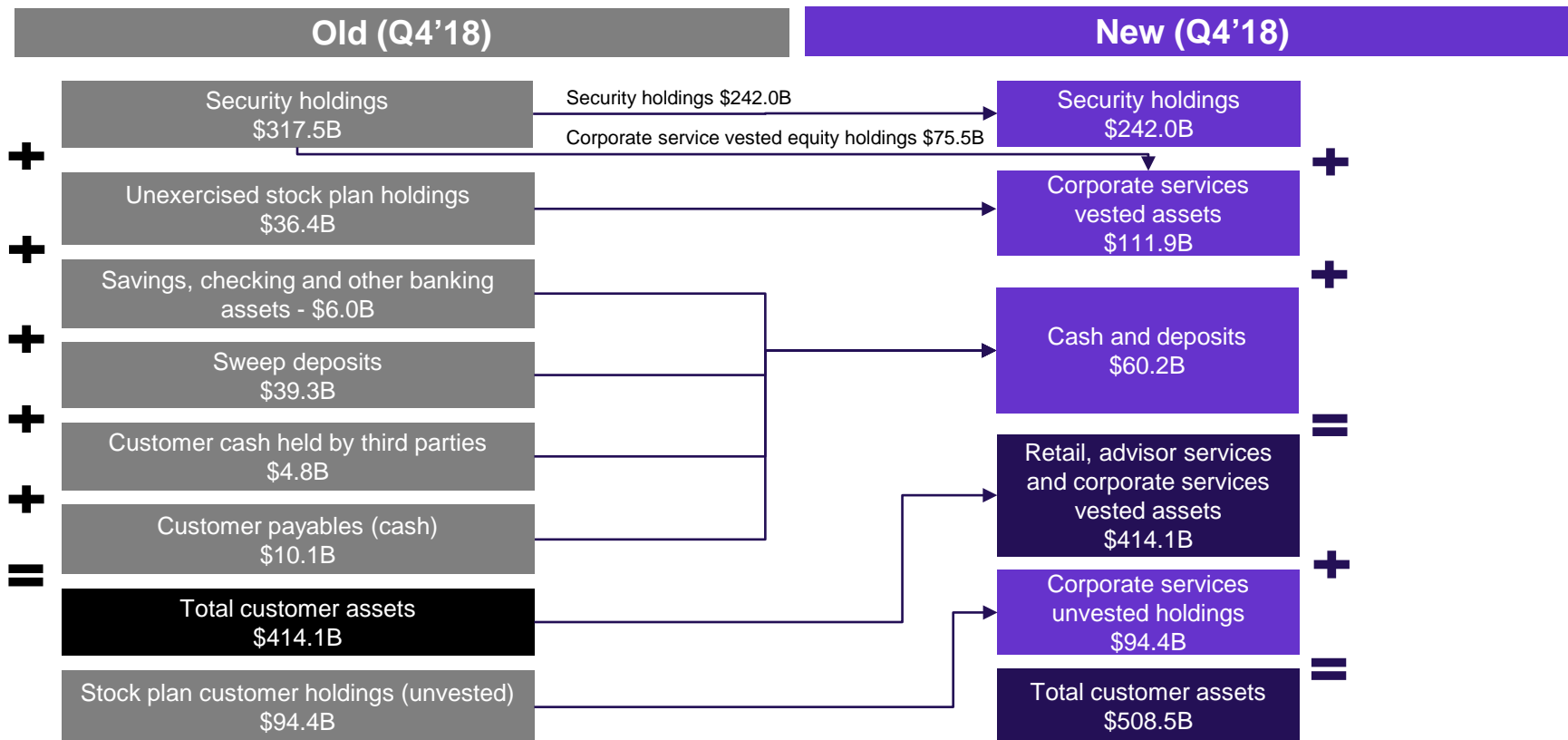


Total customer assets: aligning by channel

We separated vested corporate services assets from security holdings, and consolidated sweep deposits, customer cash held by third parties, customer payables, and banking assets in a single cash and deposits line. We still include a detailed breakout of cash in a new endnote

Old	New
<p><u>Customer Assets(\$B)</u></p> <ul style="list-style-type: none"> Security holdings Sweep deposits Customer cash held by third parties Customer payables (cash) <ul style="list-style-type: none"> Brokerage customer assets Unexercised stock plan holdings (vested) Savings, checking and other banking assets Total customer assets 	<p><u>Total Customer Assets</u></p> <ul style="list-style-type: none"> Security holdings Cash and deposits * <ul style="list-style-type: none"> Retail and advisor services assets Corporate services vested assets <ul style="list-style-type: none"> Retail, advisor services, and corporate services vested assets Corporate services unvested holdings Total customer assets
	<p>*New endnote</p> <ul style="list-style-type: none"> Sweep deposits Customer payables Savings, checking and other banking assets Total on-balance sheet cash Sweep deposits at unaffiliated financial institutions Money market funds and other Total customer cash held by third parties Total cash and deposits

Total customer assets: aligning by channel



Addition of asset roll-ups

We added a breakdown of fee-based assets, and asset roll-ups across the retail, advisor services, and corporate services channels.

Added

Retail Assets

Security holding:

Cash and deposits

Retail assets

Advisor Services Assets

Security holdings

Cash and deposits

Advisor services assets

Corporate Services Assets

Vested equity holdings

Vested options holdings

Corporate services vested assets

Unvested holdings

Corporate services assets

Fee-based Assets

Mutual funds

Advisor services

Commission-free exchange-traded funds

Managed products

Fee-based assets