

E*TRADE CORPORATE SERVICES

Branding Guidelines for ETCS Co-Marketing Alliance Arrangements

October 11, 2019

PLEASE READ THE IMPORTANT DISCLOSURES BELOW

E*TRADE Financial Corporate Services, Inc. is located at 3 Edison Drive, Alpharetta, GA 30005.

The E*TRADE Financial family of companies provides financial services that include 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 offered by E*TRADE Securities LLC, Member [FINRA/SIPC](#).

E*TRADE Financial Corporate Services, Inc. and E*TRADE Securities LLC are separate but affiliated companies.

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.

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TABLE OF CONTENTS

Section 1: Introduction

Section 2: Overview

Section 3: Brand Asset Use

- Permissible
- Not-Permissible
- Important Reminders

Requirements for Usage of the E*TRADE Corporate Services Logo

You have requested permission from E*TRADE Financial Corporate Services, Inc. (“E*TRADE”) to use the E*TRADE logo on certain written communications you produce and disseminate to your customers / clients relating to the services E*TRADE Corporate Services provides as an equity compensation plan administrator (“Permitted Use Communications”). Communications targeted to stock plan participants do not fall within these guidelines; please reach out to your E*TRADE representative with any questions.

E*TRADE grants permission for the use of the E*TRADE Corporate Services logo in Permitted Use Communications in accordance with the standards set forth in this document.

While this document outlines the key components for acceptable usage and application of the E*TRADE Corporate Services logo, it is a companion document to E*TRADE's full brand guidelines and should not be considered a substitute for E*TRADE's brand guidelines. Please review this document carefully and reach out to your E*TRADE representative with any questions.

The Purpose of These Guidelines

Co-Marketing Alliance Benefit

One of the key benefits of a Co-Marketing Alliance arrangement with E*TRADE Financial Corporate Services, Inc. is the ability to leverage our brand. Based on this, it is important to ensure that the E*TRADE brand and the brands of our Alliance partners are represented properly.

Use Of This Document

These guidelines have been created to protect the E*TRADE brand from inappropriate use and keep its image consistent. It will also ensure that the relationship between E*TRADE and its Alliance partners are clear – this is important for consumers of both of our brands.

We've included some of the most common forms of Alliance partner branding requests but if you have a need that is not addressed in these guidelines, please contact branding@etrade.com and obtain approval.

What Is Co-Marketing?

Co-marketing occurs when two like-minded brands *align their marketing efforts to promote each other's product or service*. While a hybrid product is not created, a Co-Marketing undertaking allows brands to leverage their relationships with other brands.

With Co-Marketing, the brand partners aren't creating a unique new product or service as a result of their work together. They are essentially sharing their customers and are building awareness for both brands.

Co-Marketing arrangements aim to deliver greater results in terms of visibility, reach, and sales that could not have been accomplished without the support of another brand.

E*TRADE Corporate Services Logo Use – General Guidelines

It's important to distinguish who is delivering the communication as the brand voice, tone, color palette and messaging should reflect that of the creator.

The following is a summary of the E*TRADE logo and it's use.

Many E*TRADE brand assets are not to be used by Alliance partners. Why? The E*TRADE brand is not a logo, advertisement, or 'marketing thing'. It's an asset that we use to express ourselves to our clients, customers and partner firms when we market or communicate. It's important to distinguish when marketing or communications come from E*TRADE.

Our brand guidelines provide comprehensive guidance on our visual system, particularly logo application and usage.

By providing this simple guidance, it helps to enable our ability to protect it and grow its value.

E*TRADE Corporate Services Logo Library

Primary logos



Primary Logo

The primary, full color E*TRADE Corporate Services logo should be used wherever possible.



Primary Reverse Logo

For use only on dark backgrounds such as Plum or E*TRADE Dark Blue. Note that the slightly lighter purple in the arrow is ODB Purple.

Secondary logos



Black Logo

The black logo should only be used on light backgrounds when full color is not possible.



White Logo

The white logo should only be used on dark background when full color is not possible.

Note

The one-color E*TRADE Corporate Services logos are not simply re-colored versions of the primary logo, but official logos with their own characteristics (notice the space between the converging arrows).

E*TRADE Corporate Services Logo Usage – Permissible

Clear Space

In order to preserve the integrity of the E*TRADE Corporate Services logo, it is important that no other logos, type, or other graphic treatment infringe on its space. The minimum clear space is equal to the height of the Converging Arrows in the logo. The Registered Trademark symbol does not need to be included in this measurement.

Minimum size

In print, the minimum size at which the E*TRADE Corporate Services logo may be used is .75in (20mm) wide (include the registration mark for this measurement). In digital the minimum size is 54 pixels wide.

Please don't change the logo, lockup any text with the logo, or create your own logos.

When the ETCS logo and Alliance Partner logo are presented together:

- Insert dividing line at midpoint between the two logos
- Dividing line should match color of the text in the E*TRADE Corporate Services logo used (white or black)
- Both logos should be the same height
- Clear space between dividing line and logos should equal the width of the Converging Arrows



Partner Logo Placement Example



E*TRADE Corporate Services Logo Usage – Not Permissible

Please review these common examples of misuseage.

- A. Do not use outdated versions of the logo
- B. Do not distort the logos
- C. Do not alter the typeface of the primary logo or separate the Converging Arrows
- D. Do not display the logo without a Registered Trademark symbol
- E. Do not apply drop shadows or other effects
- F. Do not recolor the logo
- G. Do not rotate the logo
- H. Do not place the primary logo on top of an E*TRADE Green background
- I. Do not use one-color logo without the space between the converging arrows
- J. Do not place the logo on backgrounds where it would become illegible



E*TRADE Corporate Services Brand Asset Use – Not Permissible

Examples of E*TRADE brand assets **not permitted** for use by Alliance partners:

Converging Arrows

The Converging Arrows logo is a supplemental logo and should never be used by Alliance partners in place of the full logo.



“E*” Anything

~~E*MAIL~~

~~E*VENT~~

~~E*XAMPLE~~

E*TRADE Brand Asset Use – Important Reminders

- While the execution and visual style of the piece may be driven by the Alliance partner, always appropriately display the E*TRADE logo (do not stretch, skew, or otherwise alter)
- Use E*TRADE's full color logo on a white background or full color reverse logo on E*TRADE Purple, Plum, or Dark Blue background whenever possible
- When full color logos cannot be used, it is appropriate to use the white (knockout) logo on dark backgrounds only. Similarly, when color is not available the black logo can be applied on light backgrounds only
- Never use E*TRADE's shorthand (converging arrows logo) in Alliance partner communications
- Do not lock up text to the logo or violate logo clear space. Clarification including "provided by" may be included in the communication, but must adhere to logo clear space restrictions
- Designations such as "provided by" must be in sentence case, utilize a smaller point size when compared to the E*TRADE logo, appear in Arial typeface, and meet logo clear space requirements (do not infringe on the logo)
- To avoid misappropriation or brand confusion, do not place the E*TRADE logo too closely to Alliance partner taglines, slogans, or other identity elements
- Do not use the logo as part of a sentence within copy. Instead, please write E*TRADE in all caps with the asterisk as part of the word (never E-trade, E*Trade, Etrade, etc.)

CO- MARKETING EXAMPLES

Co-marketing arrangement with Carver Edison

1

CARVER EDISON

Welcome to your most powerful financial benefit™

A simple solution that rewards companies and creates meaningful opportunity for employees at all levels.

Introducing Cashless Participation™ by Carver Edison

More than ever, business leaders are struggling to solve wealth disparity issues among employees. With rising costs of living and real wage growth remaining stubbornly low, companies face mounting pressure to maintain margins while incentivizing employees to create value. Although some progress has been made, most employees have missed out on the compensation gains that their higher-earning colleagues have enjoyed.

Participation in ESPs is highly correlated to income levels. Employees with higher incomes have more after-tax disposable income, naturally making ESP participation easier. However, for decades, lower-earning employees have had to sit on the sidelines while some of their colleagues have benefited from the growth in the company's stock.

Cashless Participation is an enhancement to global ESPs that allows employees to maximize their ESP contribution with limited payroll deductions. Participating employees own more shares than they otherwise would have been able to afford – without seeing their paychecks shrink.

Sources: PwC Research 2018, 80% increased cashless participation in 2017. Bloomberg L.P. Carver Edison Research. Narration: Employees: \$10 average salary. \$100K average compensation. 10% participation rate. 10% investment rate. 10% cashless participation. 10% investment rate. 10% cashless participation.



By owning more shares for the same out-of-pocket cost, employees have more opportunity to build wealth over time.

Leading executives who are adopting Cashless Participation as part of their company's global stock plan are creating a historic milestone in the quest to solve the wealth disparity gap amongst employees.

2

Supported by Equity Edge Online® from E*TRADE Corporate Services

The industry's leading administration platform just got better. Cashless Participation, which allows employees to maximize their ESP contribution with limited payroll deductions, can now be supported at your company through Equity Edge Online. Simplify the process and improve the benefit with streamlined ESP workflow, automated offering period reconciliation, and near-real time participant account access after purchase.

Interested in learning more?
Visit us at carveredison.com/etrade

Carver Edison is the next frontier of financial benefits made possible by cutting-edge technology.

RAY TIERNEY
#1 TRADING TECHNOLOGY INNOVATOR - INSTITUTIONAL INVESTOR MAGAZINE

Sources:

As of June 14, 2019, Group First Stock Plan Administration Benchmark Study and Financial Reporting Benchmark Study related Equity Edge Online. Equity Edge Online is a registered trademark of Equity Edge Online. Equity Edge Online is a registered trademark of Equity Edge Online. Equity Edge Online is a registered trademark of Equity Edge Online. Equity Edge Online is a registered trademark of Equity Edge Online.

3

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The E*TRADE Financial family of companies provides financial services that include trading, investing, banking, and managing employee stock plans.

Employee stock plan solutions are offered by E*TRADE Financial Corporate Services, Inc.

All information contained herein is provided for informational purposes only. This information is based on various industry and proprietary research reports. None of the information should be interpreted as an offer or solicitation to buy or sell any security. Additionally, the information does not provide tax or legal advice. Investors and employees are encouraged to consult with their respective advisors. "Cashless Participation" may require employees to contribute to payroll deductions based on the specific features of a company's plan. The calculations contained herein provide expected returns, probability projections and historical returns for informational and illustrative purposes, and do not guarantee results. All securities and investment products are provided by Carver Edison Technology, a division of First Investor Financial, an SEC-registered broker-dealer and FINRA, SIPC and MSRB member firm. All investing involves risk, and investments may lose value, including the possible loss of all money you invest. Past performance does not guarantee future results.

4

E*TRADE CORPORATE SERVICES | CARVER EDISON

invest@carveredison.com

+1 833-GET-ESP

- 1 Communication is coming from Carver Edison and reflects Carver Edison's brand, tone, voice, color palate
- 2 "Supported by" "Powered by" "Provided by" – permissible language used
- 3 E*TRADE Corporate Services and Carver Edison disclosure included
- 4 Clear space distinction between E*TRADE Corporate Services and Carver Edison logos

1

Introducing access to premier financial services

Exclusively for your senior executives

Bringing premier financial services to your senior executives

You already know that E*TRADE Corporate Services offers premier stock plan administration solutions. Many of the nation's most respected companies rely on us for things like the #1-rated Equity Edge Online® platform, comprehensive participant support, and more than 30 years of experience.

Now, as a commitment to our clients, we are pleased to offer your senior executives access to highly regarded, thoughtfully chosen financial services providers. The time we can introduce you to are all recognized leaders who can deliver the specialized expertise your executives need to grow, manage, and preserve their wealth. This type of arrangement is unique in the stock plan administration industry, and we invite you to take a closer look.

Customized wealth management solutions

2

From First Republic Private Wealth Management:

With more than \$95 billion in assets under management,* First Republic Private Wealth Management is one of the most respected providers of private wealth management solutions. Known for delivering extraordinary service on a personalized basis, the firm is dedicated to creating customized wealth-building strategies for individuals, families, corporations, and institutions.

Investment management

First Republic Investment Management offers comprehensive investment advisory and customized portfolio management services tailored to meet the needs and goals of your senior executives. There are no "one-size-fits-all" solutions.

Financial planning

Experienced senior planners utilize a full range of investment and estate strategies designed to address a variety of complex needs your senior executives may have. Additionally, they can develop highly customized plans to help your senior executives achieve their financial goals.

Risk management

First Republic Securities Company provides a nonproprietary platform dedicated to a variety of services, including tailored taxable and tax-free fixed income portfolios, diversification of concentrated equity positions, a comprehensive reporting platform, and access to multiple liquidity management vehicles.

Succession planning

First Republic Trust Company and First Republic Trust Company of Delaware take a hands-on, personalized approach to a variety of trust services, managing sensitive matters with expertise, objectivity, and thoughtful decision-making.

Private banking services

From First Republic Bank:

Lending

First Republic Bank offers a variety of loan types, including specialized lines of credit, term loans, and more. We can help you understand the terms and business needs of your senior executives quickly and with the highest level of service.

Cash management

When clients are looking for liquidity and safety of principal, First Republic Bank offers a variety of solutions, including money market funds and similar products to address those needs.

Concentrated wealth strategies

First Republic Private Wealth Management can help your senior executives implement hedging strategies and address the complicated balance of risk, taxes, and regulatory restrictions of concentrated stock positions.

Alternative investments

First Republic Private Wealth Management's alternative investment solutions provide added diversification to portfolios of traditional investments while helping to reduce volatility. First Republic has a unique, opportunistic approach to sourcing private investments that places an emphasis on diligence, oversight, and downside protection while offering a fee-friendly investment structure designed for your senior executives.

Trust services

First Republic Trust Company and First Republic Trust Company of Delaware take a hands-on, personalized approach to a variety of trust services, managing sensitive matters with expertise, objectivity, and thoughtful decision-making.

Private banking

First Republic Bank's private clients can enjoy First Republic Bank's signature ATM Debit Checking which allows you to use your credit card to make purchases and ATM access fees are rebated when charged by other participating banks. First Republic Bank's private clients are also able to access money while traveling has never been easier.

* As of June 30, 2017

3 FIRST REPUBLIC

From ETRACAP Securities

Our Executive Private Client team is committed to helping your U.S.-based senior executives understand and navigate the many complexities of their equity compensation benefits.

New ETRACAP secured line of credit
By pledging vested stock and/or other eligible securities, our clients can obtain collateral for a line of credit from ETRACAP Bank, your company's broker-dealer, to help fund their portfolio market value. This provides a fast, flexible and highly liquid line of credit, providing their investment strategies by the need to sell their pledged securities.

Block trade execution support
As your senior executives sell their positions, our team will coordinate the trades to help minimize the market impact. High volume trades could have an impact on the market.

Customized 105-1 trading plans
We can work with your senior executives to implement a customized trading strategy that may help minimize legal risk, even for transactions made during block trades.

Regulatory filing preparation assistance
We will assist with the administrative details of the preparation and filing of ETRACAP regulatory filings, such as those required by Rule 144 and Section 16.

Self-directed brokerage
We can help your clients who wish to invest on their own to continue to do so with the trust of your firm. Our guidance comes with the support of your firm.

To learn more about this invitation and how it can help your senior executives meet their unique financial needs, contact your designated E*TRADE Relationship Manager.

As of July 1, 2016, Group Five Stock Plan Administration Benchmark Study and Financial Reporting Benchmark Study rated Equity Edge Outperform highest in Loyalty, Overall Satisfaction (flexibility of plan reporting system), and Client Satisfaction (flexibility of plan reporting system). The benchmark studies are conducted annually by the Financial Research Corporation (FRC) and are designed to help companies understand how they compare to other companies in their industry. The benchmark studies are conducted annually by the Financial Research Corporation (FRC) and are designed to help companies understand how they compare to other companies in their industry. The benchmark studies are conducted annually by the Financial Research Corporation (FRC) and are designed to help companies understand how they compare to other companies in their industry.

Employees 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. Banking products and services are offered by E*TRADE Bank, Member FDIC.

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E*TRADE Securities LLC has entered into a subordinated agreement with First Republic Investment Management, Inc. pursuant to which E*TRADE Securities LLC will provide a percentage of investment management, underwritten, and front service fees charged by First Republic Investment Management, Inc. to investors located in First Republic Investment Management's

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Minimum \$500 to open an ATM Rebate Checking account. A monthly fee (currently \$25) will apply if a minimum monthly average balance of \$3,500 is not maintained. Ask your banker for details. Domestic and foreign country ATM access fees are related at the end of the monthly cycle. Foreign currency conversion and other usage fees vary by country and network and are not included in the related ATM access fee.

Investment, Insurance and Advisory Products and Services are Not FDIC Insured, Not Guaranteed and May Lose Value.

- 1 Communication is coming from E*TRADE Corporate Services and reflects E*TRADE's brand, tone, voice, color palate
- 2 Products and services clearly outlined from which entity they are being offered
- 3 Clear delineation between E*TRADE Corporate Services and First Republic logos
- 4 E*TRADE Corporate Services disclosure and First Republic Bank included