

BRK03: Millennial Trading Platform Study

Executive Summary | January 31, 2026

User Metrics

12M

MONTHLY ACTIVE USERS

8M

FUNDED ACCOUNTS

\$80B

ASSETS UNDER CUSTODY

\$56

ARPU

Trading Patterns

Avg Equity Volume: \$4.9B

Options Dominance: High

Avg Trade Size: \$349

Revenue Mix

PFOF: ~40% | NII: ~35% | Gold Subscriptions: ~15%