



**JOSEPH H. MOGLIA  
CHIEF EXECUTIVE OFFICER  
AMERITRADE HOLDING CORPORATION**

Joe Moglia became CEO in March 2001 and his leadership has strengthened the Company by focusing on the three priorities of clients, shareholders and associates. This strategy has produced a client-centric offering with an emphasis on customization and choice, as well as increased shareholder value.

Moglia and the Executive Management Team have capitalized on merger and acquisition opportunities, most recently with the acquisition of Bidwell & Company; the merger with Datek in September 2002; and the acquisition of NDB.com in November 2001.

He joined Ameritrade from Merrill Lynch, where he served as senior vice president and head of the Investment Performance and Product Group for Merrill's Private Client division.

Moglia is a member of the Board of Directors of AXA Financial, Inc. He is also a member of the Omaha Chamber of Commerce, the Boy Scouts of America Mid-America Council Board of Trustees and the STRATCOM Consultation Committee.

Prior to entering the financial services industry, Moglia was the defensive coordinator for Dartmouth College's football team. He coached various teams for 16 years, authored a book on football and wrote 11 articles that were published in national coaching journals.

He holds a master's degree in economics from the University of Delaware and a bachelor's in economics from Fordham University.

Ameritrade Holding Corporation has a 29-year history of servicing self-directed investors through its broker/dealer subsidiaries. Ameritrade develops and provides innovative brokerage products and services tailored to meet the varying investing and portfolio management needs of individual investors and institutional distribution partners. A brokerage industry leader, Ameritrade, Inc.<sup>1</sup>, a subsidiary of Ameritrade Holding Corporation, is a leader in the online brokerage business, recently receiving Forbes "Best of Web" honors. For more information, please visit [www.amtd.com](http://www.amtd.com).

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