

Ameritrade Holding Corporation

These projections are updated by the Company as of December 12, 2003 and the sensitivity analysis is presented as of November 7, 200 (and are not made as of any later dates, unless noted), and these projections and the sensitivity analysis should not be considered current as of any later dates, unless noted.

FY04 Earnings Sensitivity Analysis

This sensitivity table is not intended to be a company projection or forecast and should not be considered a projection or forecast. It is intended to provide an estimate for earnings per share for several different assumed levels of client trading activity. Activity Rate, Trades per Day and Trades per Account are different ways of displaying client activity levels.

Activity Rate	Trades per Day (000s)	Trades per Account	Full Year EPS (\$) Estimate
3.0%	92	7.5	0.18
4.0%	123	10.0	0.31
5.0%	154	12.5	0.44
6.0%	185	15.0	0.57
7.0%	216	17.5	0.70
8.0%	247	20.0	0.83

Business Outlook Statement

	1Q 04 Projection	2Q 04 Projection	3Q 04 Projection	4Q 04 Projection
Revenue				
Trading Days	64.5	59	63	63
Interest Days	96	86	91	91
Trading Activity				
Activity rate	5.0% - 6.0%	4.0% - 6.0%	4.0% - 6.0%	4.0% - 6.0%
<i>"Activity rate" is computed by dividing the average number of trades per day during the period by the average number of client accounts for that period.</i>				
Commissions				
Commission per trade (\$)	13.50 - 13.70	12.60 - 13.60	12.60 - 13.60	12.60 - 13.60
Total commission revenue (\$millions)	132 - 164	91 - 147	99 - 160	99 - 160
<i>Commission per trade includes payment for order flow.</i>				
Net Interest Revenue				
Average margin balance (\$billions)	2.4 - 2.6	1.9 - 2.4	1.9 - 2.4	1.9 - 2.4
Average free credit balance (\$billions)	8.3 - 8.8	7.8 - 8.8	7.8 - 8.8	7.8 - 8.8
Average margin rate	4.95% - 5.10%	4.95% - 5.10%	4.95% - 5.10%	4.95% - 5.10%
Average free credit rate	0.10% - 0.15%	0.10% - 0.15%	0.10% - 0.15%	0.10% - 0.15%
Total net interest revenue (\$millions)	48 - 54	40 - 46	41 - 49	41 - 49
Other Revenue (\$millions)	18 - 20	16 - 19	16 - 19	16 - 19
Net Revenues (\$millions)	198 - 238	147 - 212	156 - 228	156 - 228

	1Q 04 Projection	2Q 04 Projection	3Q 04 Projection	4Q 04 Projection
Expenses				
Employee Compensation and Benefits (\$millions)	31 - 36	35 - 40	35 - 40	35 - 40
Communications (\$millions)	10 -12	10 -12	10 -12	10 -12
Occupancy and Equipment (\$millions)	12 - 14	12 - 14	12 - 14	12 - 14
Depreciation and amortization (\$millions)	6 - 7	6 - 7	6 - 7	6 - 7
Professional Services (\$millions)	6 - 8	6 - 8	6 - 8	6 - 8
Interest on Borrowings (\$millions)	1	1	1	1
Other (\$millions)	14 - 17	10 - 13	10 - 13	10 - 13
Total Expenses, excluding Advertising (\$millions)	80 - 95	80 - 95	80 - 95	80 - 95
Advertising				
Advertising expense (\$millions)	22 - 24	26 - 36	16 - 26	16 - 26
Cost per new account (\$)	260 - 290	285 - 335	200 - 250	200 - 250
Earnings (Loss) Per Share, before unusual items (\$) (see Note 2)	0.14 - 0.17	0.07 - 0.12	0.08 - 0.15	0.08 - 0.15
EPS (Loss), as reported	0.14 - 0.17	0.07 - 0.12	0.08 - 0.15	0.08 - 0.15
EBITDA (\$millions) (see Note 3)	103 - 127	48 - 89	67 - 115	67 - 115
Less: Depreciation and amortization (\$millions)	(6 - 7)	(6 - 7)	(6 - 7)	(6 - 7)
Interest on Borrowings (\$millions)	(1)	(1)	(1)	(1)
Pre-tax Income (\$millions)	<u>96 - 119</u>	<u>41 - 81</u>	<u>60 - 107</u>	<u>60 - 107</u>
Effective tax rate	40%	40%	40%	40%
Net Capital Expenditures (\$millions)	1.0 - 2.0	1.0 - 2.0	1.0 - 2.0	1.0 - 2.0

	1Q 03 Actual	2Q 03 Actual	3Q 03 Actual	4Q 03 Actual
Revenue				
Trading Days	64	60	63	62.5
Interest Days	95	87	91	91
Trading Activity				
Activity rate	5.0%	4.0%	5.3%	5.3%
<i>"Activity rate" is computed by dividing the average number of trades per day during the period by the average number of client accounts for that period.</i>				
Commissions				
Commission per trade (\$)	12.70	13.29	13.27	13.55
Total commission revenue (\$millions)	116.2	92.7	129.0	134.9
<i>Commission per trade includes payment for order flow.</i>				
Net Interest Revenue				
Average margin balance (\$billions)	1.3	1.5	1.6	2.0
Average free credit balance (\$billions)	6.4	6.8	7.5	8.1
Average margin rate	5.01%	4.84%	5.05%	5.02%
Average free credit rate	0.30%	0.27%	0.26%	0.12%
Total net interest revenue (\$millions)	36.0	33.0	38.3	43.7
Other Revenue (\$millions)	28.3	21.9	21.2	18.1
Net Revenues (\$millions)	180.5	147.6	188.5	196.6

	1Q 03 Actual	2Q 03 Actual	3Q 03 Actual	4Q 03 Actual
Expenses				
Employee Compensation and Benefits (\$millions)	45.8	53.7	39.8	42.3
Communications (\$millions)	13.1	11.9	12.6	8.6
Occupancy and Equipment (\$millions)	16.2	16.0	11.6	12.0
Depreciation and amortization (\$millions)	8.7	7.6	8.3	7.1
Professional Services (\$millions)	11.3	8.3	7.3	4.5
Interest on Borrowings (\$millions)	1.2	1.1	1.3	1.5
Other (\$millions)	15.4	10.8	9.5	13.6
Total Expenses, excluding Advertising (\$millions)	111.7	109.5	90.2	89.6
Advertising				
Advertising expense (\$millions)	32.0	27.0	16.5	14.9
Cost per new account (\$)	411	325	178	195
Earnings (Loss) Per Share, before unusual items (\$) (see Note 2)	0.05	0.01	0.12	0.13
Gain on Sale of Kansas City Facility (\$millions)	NA	5.5	NA	NA
EPS (Loss), as reported	0.05	0.02	0.12	0.13
EBITDA (\$millions) (see Note 3)	46.7	25.4	91.4	100.6
Less: Depreciation and amortization (\$millions)	(8.7)	(7.6)	(8.3)	(7.1)
Interest on Borrowings (\$millions)	(1.2)	(1.1)	(1.3)	(1.5)
Pre-tax Income (\$millions)	<u>36.8</u>	<u>16.7</u>	<u>81.8</u>	<u>92.1</u>
Effective tax rate	40.1%	42.3%	39.0%	40.2%
Net Capital Expenditures (\$millions)	2.7	1.1	1.1	2.4

INCLUDES DATEK BEGINNING 9/9/2002

	1Q 02 Actual	2Q 02 Actual	3Q 02 Actual	4Q 02 Actual
Revenue				
Trading Days	63	60	64	62
Interest Days	94	88	91	91
Trading Activity				
Activity rate	4.8%	4.8%	3.9%	4.1%
<i>"Activity rate" is computed by dividing the average number of trades per day during the period by the average number of client accounts for that period.</i>				
Commissions				
Commission per trade (\$)	11.93	11.93	12.07	12.06
Total commission revenue (\$millions)	65.7	63.8	56.8	66.3
<i>Commission per trade includes payment for order flow.</i>				
Net Interest Revenue				
Average margin balance (\$billions)	1.1	1.3	1.3	1.1
Average free credit balance (\$billions)	2.9	3.1	3.1	3.9
Average margin rate	5.61%	5.51%	5.62%	5.15%
Average free credit rate	0.41%	0.33%	0.32%	0.40%
Total net interest revenue (\$millions)	26.0	25.1	26.0	27.0
Other Revenue (\$millions)	16.5	17.9	17.5	22.4
Net Revenues (\$millions)	108.2	106.7	100.3	115.6

INCLUDES DATEK BEGINNING 9/9/2002

	1Q 02 Actual	2Q 02 Actual	3Q 02 Actual	4Q 02 Actual
Expenses				
Employee Compensation and Benefits (\$millions)	32.9	33.7	31.8	35.5
Communications (\$millions)	10.0	8.9	8.6	8.6
Occupancy and Equipment (\$millions)	13.6	14.7	13.2	13.8
Depreciation and amortization (\$millions)	6.7	7.1	6.7	7.4
Professional Services (\$millions)	4.8	6.7	5.2	8.4
Interest on Borrowings (\$millions)	1.8	1.1	1.1	1.1
Other (\$millions)	6.1	6.3	6.8	10.8
Total Expenses, excluding Advertising (\$millions)	75.9	78.5	73.4	85.7
Advertising				
Advertising expense (\$millions)	17.1	24.8	16.8	13.8
Cost per new account (\$)	267	327	243	184
Earnings (Loss) Per Share, before unusual items (\$) (See Note 2)	0.04	0.01	0.03	0.04
Goodwill and Asset Impairment Charge (\$millions)	NA	NA	NA	63.4
EPS (Loss), as reported	0.04	0.01	0.03	(0.17)
EBITDA (\$millions) (see Note 3)	23.8	11.5	17.9	24.7
Less: Depreciation and amortization (\$millions)	(6.7)	(7.1)	(6.7)	(7.4)
Interest on Borrowings (\$millions)	(1.8)	(1.1)	(1.1)	(1.1)
Goodwill and Asset Impairment Charge (\$millions)	-	-	-	(63.4)
Pre-tax Income (\$millions)	<u>15.2</u>	<u>3.4</u>	<u>10.1</u>	<u>(47.2)</u>
Effective tax rate	40.9%	43.2%	42.6%	3.3%
Net Capital Expenditures (\$millions)	0.8	0.3	0.1	0.1

DATEK ONLY ENDING 9/8/2002

	CY2001 Actual	Mar Q 02 Actual	Jun Q 02 Actual	Sep Q 02 Actual
Revenue				
Trading Activity				
Activity rate	10.3%	9.1%	7.9%	8.4%
<i>"Activity rate" is computed by dividing the average number of trades per day during the period by the average number of client accounts for that period.</i>				
Commissions				
Transaction fee per trade (\$)	9.77	9.93	10.12	10.39
Total transaction fees revenue (\$millions)	200.7	45.7	44.6	36.4
Net Interest Revenue				
Average margin balance (\$billions)	0.8	0.7	0.7	0.5
Average free credit balance (\$billions)	2.4	2.7	2.6	2.7
Average margin rate	6.74%	4.22%	4.21%	4.24%
Average free credit rate	2.41%	0.50%	0.50%	0.50%
Total net interest revenue (\$millions)	79.6	16.2	16.1	11.5
Other Revenue (\$millions)	96.1	21.1	18.7	11.9
Net Revenues (\$millions)	376.4	82.9	79.4	59.9

DATEK ONLY ENDING 9/8/2002**Expenses**

	CY2001 Actual	Mar Q 02 Actual	Jun Q 02 Actual	Sep Q 02 Actual
Cost of Services (\$millions)	57.2	13.0	12.0	8.3
Advertising and marketing (\$millions)	83.0	16.4	12.1	4.6
Compensation and Benefits (\$millions)	82.1	18.9	18.9	16.2
Occupancy and Equipment (\$millions)	24.9	6.3	5.9	3.8
Depreciation and amortization (\$millions)	24.5	6.3	5.6	4.0
Communication and data processing (\$millions)	14.1	2.3	2.2	1.5
Professional fees (\$millions)	13.7	4.9	5.0	2.7
Other (\$millions) (2)	11.5	3.0	3.4	2.2
Total Expenses, excluding Severance and nonrecurring (\$millions)	311.0	71.1	65.1	43.2
Severance and nonrecurring (\$millions) (2)	18.2	NA	NA	NA
Total Expenses (\$millions)	329.2	71.1	65.1	43.2
Earnings, excluding unusual items (\$millions) (1)	47.1	11.8	14.4	16.6

(1) Excludes equity in earnings of unconsolidated affiliate

(2) Adjusted for expenses not related to on-going operations

NOTE 1:

Certain totals may not foot due to rounding

NOTE 2:

Earnings (loss) per share before unusual items is considered a Non-GAAP financial measure as defined by SEC Regulation G. We define earnings (loss) per share before unusual items as diluted earnings (loss) per share, adjusted to remove any unusual gains or charges. We believe earnings (loss) per share before unusual items provides an important measure of the financial performance of our ongoing business. Unusual gains and charges are excluded because we believe they are not likely to be indicative of the ongoing operations of our business. Earnings (loss) per share before unusual items should be considered in addition to, rather than as a substitute for, basic and diluted earnings (loss) per share.

NOTE 3:

EBITDA (earnings before interest, taxes, depreciation and amortization) is considered a Non-GAAP financial measure as defined by SEC Regulation G. We consider EBITDA an important measure of our financial performance and of our ability to generate cash flows to service debt, fund capital expenditures and fund other corporate investing and financing activities. EBITDA eliminates the non-cash effect of tangible asset depreciation, intangible asset amortization and unusual non-cash gains and charges. EBITDA should be considered in addition to, rather than as a substitute for, pre-tax income, net income and cash flows from operating activities.

NOTE 4:

This Outlook Statement contains forward-looking statements within the meaning of the federal securities laws. We intend these forward-looking statements to be covered by the safe harbor provisions of the federal securities laws. In particular, any projections regarding our future revenues, expenses, synergies, earnings, capital expenditures or activity rates are forward-looking statements. These statements reflect only our current expectations and are not guarantees of future performance or results. These statements involve risks, uncertainties and assumptions that could cause actual results or performance to differ materially from those contained in the forward-looking statements. These risks, uncertainties and assumptions include the successful integration of the operations of Ameritrade and Datek, operational cost savings resulting from the merger of Ameritrade and Datek, market fluctuations and changes in client trading activity, general economic conditions, increased competition, regulatory and legal matters and uncertainties and other risk factors described in our latest Annual Report on Form 10-K. These forward-looking statements speak only as of the date on which the statements were made. We undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise.