

MANAGEMENT
TEAM



SEATED, L TO R

Richard A. Karas
President,
NFS Distributors, Inc.

Joseph J. Gasper
President and
Chief Operating Officer

Mark R. Thresher
Senior Vice President,
Finance

STANDING, L TO R

Edwin P. McCausland, Jr.
Senior Vice President,
Fixed Income Securities

Philip C. Gath
Senior Vice President,
Chief Actuary

Mark D. Phelan
Senior Vice President,
Technology & Operations

Susan A. Wolken
Senior Vice President,
Product Management
and Marketing

Mark S. Bergstedt
Vice President,
Human Resources

Kevin S. Crossett
Vice President,
Associate General Counsel

One immediate effect of the weak market was an abrupt shift in consumer preferences from equity-based to safer, fixed-rate products. Billions of dollars in investment assets were at play. Yet, we were able to adapt, and in some cases, even thrive as we served these new preferences – thanks to the integrity of our many relationships. Together, we passed the test of the most unusual and uncertain marketplace in many years.

SELECTED FINANCIAL DATA

BOARD OF DIRECTORS



James G. Brocksmith, Jr. (2)(3)(5)
Retired Deputy Chairman and
Chief Operating Officer
KPMG LLP



Charles L. Fuellgraf, Jr. (1)(2)(6)
Chief Executive Officer
Fuellgraf Electric Company



Joseph J. Gasper (4)
President and
Chief Operating Officer



Henry S. Holloway (1)(6)
Farm Owner and Operator



W.G. Jurgensen (1)(4)(6)
Chairman and
Chief Executive Officer



Lydia M. Marshall (3)(6)
Chair and Chief Executive Officer
Versura Inc.



Donald L. McWhorter (2)(3)(5)
Retired President and
Chief Operating Officer
Banc One Corporation



David O. Miller (1)(2)(5)(6)
President
Owen Potato Farm, Inc.;
Partner, Newark Properties LTD



James F. Patterson (1)(5)(6)
President
Patterson Farms, Inc.



Gerald D. Prothro (3)
Managing Director
IKT Investments, LTD



Arden L. Shisler (1)(4)(5)(6)
President and
Chief Executive Officer
K&B Transport, Inc.

- (1) Member of Executive Committee
- (2) Member of Compensation Committee
- (3) Member of Audit Committee
- (4) Member of Pricing Committee
- (5) Member of Governance Committee
- (6) Current or Former Board Member of Nationwide Mutual Insurance Company

OFFICE OF THE CEO

Galen R. Barnes
President and
Chief Operating Officer
Nationwide Insurance

Joseph J. Gasper
President and
Chief Operating Officer

Michael S. Helfer
Executive Vice President,
Corporate Strategy

Donna A. James
Executive Vice President,
Chief Administrative Officer

Michael C. Keller
Executive Vice President,
Chief Information Officer

Robert A. Oakley
Executive Vice President,
Chief Financial Officer

Robert J. Woodward, Jr.
Executive Vice President,
Chief Investment Officer

SHAREHOLDERS INFORMATION

Corporate Offices

Nationwide Financial
One Nationwide Plaza
Columbus, OH 43215

www.nationwidefinancial.com

Annual Shareholders' Meeting

The Annual Meeting of Shareholders of Nationwide Financial Services, Inc. will be held at 1:30pm on Wednesday, May 8, 2002 at One Nationwide Plaza, Columbus, OH. Shareholders of record as of March 11, 2002 are entitled to notice of and vote at the meeting.

Stock Transfer Agent

Mellon Investor Services
P.O. Box 3315
South Hackensack, NJ 07606
(866) 541-9688

If you are a registered shareholder, you can perform transactions on-line by visiting Mellon on the web. Visit www.melloninvestor.com and click on Investor ServiceDirect.

Inquiries

Nationwide Financial
Investor Relations
One Nationwide Plaza
Columbus, OH 43215

Attention:

Kevin G. O'Brien
Associate Vice President, Investor Relations

A Form 10-K is available without charge by contacting our Investor Relations Department at the above address.

Direct Purchase Plan

Mellon Bank, N.A.
c/o Mellon Investor Services
P.O. Box 3338
South Hackensack, NJ 07606
www.melloninvestor.com

For additional information, call (866) 541-9688.

Investor Information

For additional information, visit our website at www.nationwidefinancial.com.

Independent Accountants

KPMG LLP
191 W. Nationwide Blvd.
Suite 500
Columbus, OH 43215

Stock Symbol

Nationwide Financial's common stock is traded on the New York Stock Exchange under the symbol "NFS." On February 12, 2002, NFS had approximately 2,398 registered shareholders and approximately 11,300 shareholders whose shares are held by brokers and other nominees.

NFS' trust-preferred securities are traded on the New York Stock Exchange under the symbol "NFS A."

Credit Ratings

Financial Strength	
A.M. Best	A+
Moody's	Aa3
Standard & Poors	AA

Debt Ratings	Senior Notes	Retail Trust-Preferred Securities	Preferred Securities
Moody's	A2	A3	A3
Standard & Poors	A	BBB+	BBB+

Common Stock Prices and Dividend Information

2001	High	Low	Close	Dividend
Q1	\$47.94	\$33.10	\$37.98	\$0.12
Q2	\$46.76	\$35.66	\$43.65	\$0.12
Q3	\$47.40	\$35.00	\$37.18	\$0.12
Q4	\$41.60	\$31.50	\$41.46	\$0.12

2000	High	Low	Close	Dividend
Q1	\$29.94	\$19.50	\$29.25	\$0.10
Q2	\$34.75	\$25.63	\$32.88	\$0.12
Q3	\$40.75	\$32.75	\$37.38	\$0.12
Q4	\$51.44	\$36.94	\$47.50	\$0.12