

AMERITRADE HOLDING CORP

Form 8-K

October 25, 2005

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549  
FORM 8-K**

**Current Report  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): October 25, 2005

**Ameritrade Holding Corporation**

(Exact name of registrant as specified in its charter)

|   | Quarter Ended  |              |                |              | Fiscal Year Ended |              |                |              |
|---|----------------|--------------|----------------|--------------|-------------------|--------------|----------------|--------------|
|   | Sept. 30, 2005 |              | Sept. 24, 2004 |              | Sept. 30, 2005    |              | Sept. 24, 2004 |              |
|   | \$             | % of<br>Rev. | \$             | % of<br>Rev. | \$                | % of<br>Rev. | \$             | % of<br>Rev. |
| <b><u>Operating Margin (1)</u></b>        |                |              |                |              |                   |              |                |              |
| Operating margin                          | \$ 178,249     | 65.0%        | \$ 115,672     | 61.9%        | \$ 637,061        | 63.5%        | \$ 542,687     | 61.7%        |
| Less:                                     |                |              |                |              |                   |              |                |              |
| Advertising                               | (20,005)       | (7.3%)       | (19,950)       | (10.7%)      | (92,312)          | (9.2%)       | (100,364)      | (11.4%)      |
| Gain/(loss)<br>on disposal<br>of property | 208            | 0.1%         | (1,741)        | (0.9%)       | 428               | 0.0%         | (1,166)        | (0.1%)       |
| Pre-tax<br>income                         | \$ 158,452     | 57.8%        | \$ 93,981      | 50.3%        | \$ 545,177        | 54.3%        | \$ 441,157     | 50.1%        |
| <b><u>EBITDA (2)</u></b>                  |                |              |                |              |                   |              |                |              |
| EBITDA                                    | \$ 165,779     | 60.4%        | \$ 100,369     | 53.7%        | \$ 571,552        | 57.0%        | \$ 466,962     | 53.1%        |
| Less:                                     |                |              |                |              |                   |              |                |              |
| Depreciation<br>and<br>amortization       | (6,864)        | (2.5%)       | (5,766)        | (3.1%)       | (24,408)          | (2.4%)       | (23,224)       | (2.6%)       |
| Interest on<br>borrowings                 | (463)          | (0.2%)       | (622)          | (0.3%)       | (1,967)           | (0.2%)       | (2,581)        | (0.3%)       |
| Pre-tax<br>income                         | \$ 158,452     | 57.8%        | \$ 93,981      | 50.3%        | \$ 545,177        | 54.3%        | \$ 441,157     | 50.1%        |

|                             | Sept. 30<br>2005 | As of            |                  |                  |                   |
|-----------------------------|------------------|------------------|------------------|------------------|-------------------|
|                             |                  | June 24,<br>2005 | Mar. 25,<br>2005 | Dec. 31,<br>2004 | Sept. 24,<br>2004 |
| <b><u>Liquid Assets</u></b> |                  |                  |                  |                  |                   |
| <b>(3)</b>                  |                  |                  |                  |                  |                   |
| Liquid assets* \$           | 396,708          | \$ 271,117       | \$ 152,227       | \$ 153,032       | \$ 55,942         |

Edgar Filing: AMERITRADE HOLDING CORP - Form 8-K

|  |            |            |            |            |            |
|--|------------|------------|------------|------------|------------|
| Plus:  |            |            |            |            |            |
| Broker-dealer cash and cash equivalents      | 107,236    | 205,408    | 135,084    | 105,006    | 99,400     |
| Less:  |            |            |            |            |            |
| Non broker-dealer short-term investments     | (229,819)  | (20,000)   | (64,375)   |            | (17,950)   |
| Excess broker-dealer regulatory net capital* | (103,061)  | (189,209)  | (33,219)   | (87,169)   |            |
| Cash and cash equivalents                    | \$ 171,064 | \$ 267,316 | \$ 189,717 | \$ 170,869 | \$ 137,392 |

|  |                          |                                      |
|--|--------------------------|--------------------------------------|
| Delaware                                       | 0-49992                  | 82-0543156                           |
| (State or other jurisdiction of incorporation) | (Commission File Number) | (I.R.S. Employer Identification No.) |

|  |            |
|--|------------|
| 4211 South 102 <sup>nd</sup> Street      | 68127      |
| Omaha, Nebraska                          | (Zip Code) |
| (Address of principal executive offices) |            |

Registrant's telephone number, including area code: (402) 331-7856

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 2.02 Results of Operations and Financial Condition and**

**Item 8.01 Other Events**

On October 25, 2005, the Registrant released its financial results for its fourth fiscal quarter and fiscal year ended September 30, 2005. A copy of the news release is furnished as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits**

(c) Exhibits

99.1 News Release issued by the Registrant on October 25, 2005

2

---

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated: October 25, 2005

AMERITRADE HOLDING  
CORPORATION

By: /s/ John R. MacDonald  
John R. MacDonald  
Executive Vice President,  
Chief Financial Officer and Treasurer