



About TD Ameritrade

Transforming lives and investing for the better

Highlight Reel



#1 broker in *Stockbrokers.com* 2019 ranking of best online brokers



1st U.S. retail broker dealer to offer trading of select securities 24 hours a day, five days a week



Account information and education available on Amazon, Apple, Twitter, Facebook and WeChat



Expanded access to ESG investing



More than 80% of development teams use agile methods

First to market \$0.00 commissions on U.S. exchange-listed stock, ETF, and option trades

AMTD

Born of disruption

In 1975, the SEC allowed brokers to choose how much they charged to place a trade. Many established firms held fast to their old, exclusive ways, while new start-ups, like TD Ameritrade, opted for something different. We lowered costs and removed a key barrier to entry for millions of American investors – unlocking Wall Street to Main Street. Since then, doing something different has been the core of what we aim to do.

Today, TD Ameritrade provides investing services and education to approximately 12 million client accounts with approximately \$1.3 trillion in assets, and custodial services to more than 7,000 independent registered investment advisors. With a digitally-led service philosophy, hundreds of branch locations nationwide, an industry-leading investor education offering, and an average of approximately 800,000 client trades placed each day, we are on a mission to leverage our size, scale and the very best of who we are, to make investing simpler, more personal, and more enlightening than ever before.

Passion for innovation

The very industry we occupy was founded on innovation, and we have remained on the leading edge of its growth and development ever since. We're expanding our pipeline for ideas, and bringing them to life more quickly—and efficiently— than ever before. The vast majority of our development teams utilize Agile methods, which has instilled a culture that prioritizes nimbleness, speedy and iterative improvement across the organization. We're also investing in an enhanced digital workplace—or the channels our employees use to seek, share, and contribute information—to further break down silos across the firm and improve workflow.

A greater responsibility

We exist to transform lives and investing for the better, because we believe investing is a pathway to a better life. Through our people, technology, and expertise, we're committed to contributing to the greater good. We exist to provide more people with the access, education and help they need to confidently navigate and build a more sustainable financial future for themselves, their families, and their communities.