

Baird Large Cap Equity Composite

Strategy Profile

BAIRD

Baird Equity
Asset Management

As of September 30, 2017

AVERAGE ANNUAL RETURNS (%)*

	QTR ¹	1 Year	3 Year	5 Year	Since Inception (01/01/2014)
Composite – Gross	5.84	24.21	10.73	N/A	11.08
Composite – Net	5.54	23.07	9.83	N/A	10.18
S&P 500® Index	4.48	18.61	10.81	14.22	10.91

CALENDAR YEAR RETURNS (%)

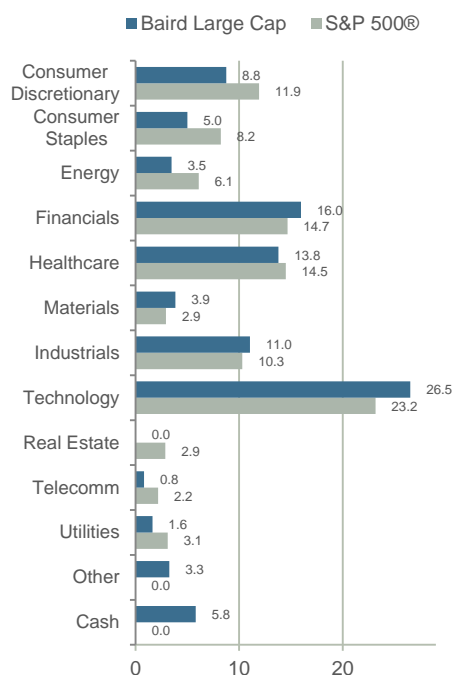
	2016	2015	2014	2013	2012
Composite – Gross	13.80	-3.20	15.97	N/A	N/A
S&P 500® Index	11.96	1.38	13.69	N/A	N/A

*09/30/2017 performance is preliminary. ¹Returns for periods of less than one year are not annualized. The S&P 500® has been widely regarded as the best single gauge of the large cap U.S. equities market since the index was first published in 1957. The index includes 500 leading companies in leading industries of the U.S. economy, capturing 75% coverage of U.S. equities. Indices are unmanaged, and are not available for direct investment. Indices are unmanaged, and are not available for direct investment.

CHARACTERISTICS

	Baird Large Cap	S&P 500 Index
Weighted Avg Mkt Cap (\$B)	111.4	178.6
Profit Margin (%)	14.4	14.1
Revenue Growth (1 year) (%)	5.7	8.9
LT Debt as % of Capital	51.8	44.4
P/E Ratio (Forward 12 mo)	15.2x	19.3x
Turnover (Trailing 12 mo) (%)	81.1	N/A
# of Holdings	101	506

SECTOR WEIGHTS



Top Holdings, characteristics and sector weights are supplemental information. The characteristics and statistical measures used in this fact sheet are not a forecast of the Baird Large Cap Equity Composite's future performance.

TOP 10 HOLDINGS

Security	% of Portfolio
Apple (AAPL)	3.8
AbbVie (ABBV)	3.2
Boeing (BA)	3.0
American Express (AXP)	2.9
Microsoft (MSFT)	2.8
Amgen (AMGN)	2.7
PepsiCo (PEP)	2.6
MSCI Inc. (MSCI)	2.3
Discover Financial Services (DFS)	2.2
JPMorgan Chase (JPM)	2.0

PRODUCT DESCRIPTION

The portfolio seeks to provide long-term growth of capital.

PHILOSOPHY & PROCESS

- The portfolio is rooted in the belief that growth- and value-orientated strategies can add value
- Leverage both fundamental and quantitative analysis

INVESTMENT STRATEGY

- Apply a proprietary mix of quantitative and fundamental investment analysis to find undiscovered value by ferreting out atypically high-quality businesses for their level of valuation.

INVESTMENT TEAM & EXPERIENCE

	Industry Years	Team Since
Matthew Malgari Portfolio Manager	22	2013
Sanjeev Bhojraj, Ph.D. Portfolio Manager	18	2016

Subadvised by L2 Asset Management

Baird Large Cap Equity Composite

FULL DISCLOSURE PRESENTATION AS OF 09/30/2017

Period Ended	Total Firm Assets	Composite Assets		Annual Composite Performance Results				Std Deviation (3-yr)	
	Baird EAM (\$ millions)	USD (\$millions)	Number of Portfolios	Baird Gross (%)	Baird Net (%)	S&P 500® (%)	Composite Dispersion (%)	Baird (%)	S&P 500® (%)
2017^	4,020	43	5 or fewer	16.08	15.24	14.24	N/A	N/A	N/A
2016^	3,488	40	5 or fewer	13.80	12.93	11.96	N/A	12.2	10.6
2015	2,848	36	5 or fewer	-3.20	-3.95	1.38	N/A	N/A	N/A
2014	2,799	40	5 or fewer	15.97	15.07	13.69	N/A	N/A	N/A

^09/30/2017 and 2016 performance and assets are preliminary.

The 3-year annualized ex-post standard deviation is only calculated at year end.

The Baird Large Cap Equity Composite is designed for investors seeking capital appreciation in excess of the S&P 500 with a particular emphasis on risk adjusted excess returns. The portfolio decision making process is primarily quantitative and driven by proprietary models which rank securities based on fundamental measures of value, past performance and indicators of recent positive changes. Investment decisions are primarily implemented using the quantitative model. In addition to a quantitative assessment, L2 Asset Management evaluates the outputs from the models based on regular fundamental analysis and uses such evaluation to identify process-oriented items to improve the model. More specifically, characteristics or items identified as potential risks or opportunities on a fundamental level are tested to see if they are actionable and can be part of a repeatable investment process. This is done primarily by incorporating relevant fundamental analysis-based insights into the underlying model as and when deemed necessary. For comparison purposes the composite is measured against the S&P 500® Index. The minimum account size for this composite is \$550,000.

Baird Equity Asset Management, formerly Baird Investment Management, claims compliance with the Global Investment Performance Standards (GIPS®) and has prepared and presented this report in compliance with the GIPS standards. Baird Equity Asset Management has been independently verified for the periods January 1, 2006 through September 30, 2015 by Ashland Partners & Company LLP and for the period January 1, 1993 through December 31, 2005 by a previous verifier.

Verification assesses whether (1) the firm has complied with all the composite construction requirements of the GIPS standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS standards. The Baird Large Cap Equity Composite has been examined for the periods January 1, 2014 through September 30, 2015 by Ashland Partners & Company LLP.

As of January 1, 2007, the firm is defined as Baird Equity Asset Management (Baird EAM), a department of Robert W. Baird & Co., Incorporated that manages equity and balanced portfolios. Prior to January 1, 2007, the firm was defined as Robert W. Baird & Co., Incorporated. Robert W. Baird & Co., Incorporated is registered as an Investment Advisor. The firm maintains a complete list and descriptions of composites, which is available upon request. Total Firm Assets reflect the January 15, 2016 acquisition of Chautauqua Capital Management, LLC.

Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Returns are presented gross and net of management fees and include the reinvestment of all income. Net of fee performance was calculated using actual fees. Gross returns have not been reduced by advisory fees but have been reduced by transaction costs. The composite dispersion presented is an asset-weighted standard deviation calculated for the accounts in the composite for the entire period noted. Standard deviation is presented as a 3 year annualized standard deviation measure of risk using monthly returns as of each annual period end. The U.S. Dollar is the currency used to express performance. The performance results were calculated without consideration of the effects of any income taxes thereon, including withholding tax on foreign dividends. Policies for valuing portfolios, calculating performance, and preparing compliant presentations are available upon request. The management fee schedule is as follows: 0.75% on the first \$10,000,000, 0.60% on the next \$40,000,000 and 0.50% on the balance. Actual investment advisory fees incurred by clients may vary. The Baird Large Cap Equity Composite was created January 1, 2014.

The strategy invests primarily in equity securities of large-capitalization companies. At times, large-cap stocks may underperform as compared to small- or mid-cap stocks, and vice versa. The fund may also invest in ETFs which are subject to the same risks as their underlying securities, trade on an exchange throughout the day and redemptions may be limited.

Performance data quoted represents past performance. Past performance does not guarantee future results. Investment return and principal value of an investment in the strategy will fluctuate so that an investor's shares when redeemed may be worth more or less than their original cost. The strategy's current performance may be lower or higher than the performance data quoted. Performance figures assume reinvestment of all dividends and capital gains. For performance current to the most recent month-end, please call 800-792-4011.