

Baird Small Cap Value Composite

Strategy Profile

As of September 30, 2018

AVERAGE ANNUAL RETURNS (%)

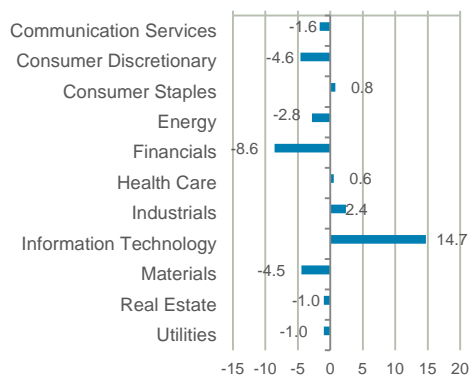
	Small Value (Gross)	Small Value (Net)	Russell 2000® Value
Current Qtr	1.57	1.44	1.60
Year to Date	3.54	3.15	7.14
One Year	9.80	9.24	9.33
Three Years	12.78	12.19	16.12
Five Years	8.94	8.37	9.92
Ten Years	8.35	7.61	9.52
Since Inception (03/01/2005)	9.76	8.92	7.87

CALENDAR YEAR RETURNS (%)

	Small Value (Gross)	Small Value (Net)	Russell 2000® Value
2017	19.43	18.78	7.84
2016	16.35	15.76	31.74
2015	-4.06	-4.56	-7.47
2014	1.45	0.89	4.22
2013	41.50	40.81	34.52
2012	16.51	15.77	18.05
2011	4.76	3.72	-5.50
2010	10.72	9.62	24.50
2009	17.86	16.70	20.58
2008	-36.61	-37.27	-28.92
2007	34.06	32.75	-9.78
2006	20.04	18.86	23.48

RELATIVE SECTOR WEIGHTS VERSUS RUSSELL 2000® INDEX

GICS Sector Underweight | Overweight



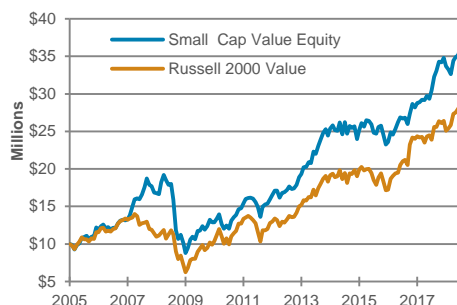
^Inception date: 03/01/2005

The statistics, holdings, sector weights and characteristics are based on a representative account as of 9/30/18 and are subject to change without notice. This information should not be considered a recommendation or investment advice and it should not be assumed the securities were or will be profitable. Source: FactSet.

PORTFOLIO RISK/RETURN STATISTICS^

	Small Value (Gross)	Russell 2000® Value
Cumulative Performance (%)	254.4	179.6
Downside Capture	80.9	100.0
Alpha	3.2	0.0
Upside Capture	86.5	100.0
Standard Deviation	16.6	18.2

GROWTH OF A \$10,000,000 INVESTMENT SINCE INCEPTION^



TOP 5 HOLDINGS

Security	% of Portfolio
Boingo Wireless (WIFI)	8.3
ICU Medical (ICUI)	4.0
Zagg Inc (ZAGG)	3.2
Lamb Weston (LW)	3.1
J2 Global (JCOM)	3.0

PORTFOLIO CHARACTERISTICS

	Small Value (Gross)	Russell 2000 Value
Weighted Avg Mkt Cap (\$B)	3.1	2.1
P/E Ratio (Forward 12 mo)	13.9	13.7
Earnings Growth (3-5 Years)	14.0	11.2
Dividend Yield	1.4	1.9
ROE	11.6	6.9
Price to Book	4.2	2.2
# Holdings	39	1,387

PRODUCT DESCRIPTION

The portfolio seeks to provide superior risk-adjusted returns and consistently outperform the benchmark over a full market cycle (typically 3-5 years).

INVESTMENT PROCESS

Emphasis on companies likely to exceed "street" expectations but trades at a discount to our in house calculations of fair value.

PORTFOLIO CONSTRUCTION

- Concentrated portfolio – 40-50 stocks
- Market cap range typically from \$100 million – \$2.5 billion
- Top holdings generally limited to 5% at cost, 8% at market
- Sectors capped at 30% excluding financials
- Buy and hold approach

INVESTMENT TEAM & EXPERIENCE

	Industry Years	Team Since
Michelle Stevens, CFA Portfolio Manager	25	2000
Richard Roesch, CFA Analyst	25	2004
Jonathan DeMoss, CFA Analyst	22	2005
Rob Zwiebel Portfolio Specialist	27	2004

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FULL DISCLOSURE PRESENTATION AS OF 09/30/2018

Period Ended	Total Firm Assets	Composite Assets		Annual Composite Performance Results (%)				Standard Deviation (3-yr %)+	
	Baird EAM (\$ millions)	USD (\$ millions)	Number of Portfolios	Baird Gross	Baird Net	Russell 2000® Value	Composite Dispersion	Baird	Russell 2000® Value
2018 YTD	4,936	156	8	3.54	3.15	7.14	0.2	N/A	N/A
2017	4,200	147	8	19.43	18.78	7.84	0.1	11.0	14.0
2016	3,488	135	8	16.35	15.76	31.74	0.1	12.7	15.5
2015	2,848	103	8	-4.06	-4.56	-7.47	0.1	12.7	13.5
2014	2,799	96	7	1.45	0.89	4.22	0.2	11.5	12.8
2013	1,447	79	5	41.48	40.81	34.50	0.2	12.1	15.8
2012	920	53	5	16.51	15.77	18.05	N/A	14.4	19.9
2011*	505	43	5 or fewer	4.76	3.72	-5.50	N/A	20.0	26.0
2010*	552	30	5 or fewer	10.72	9.62	24.51	N/A	26.4	28.3
2009*	539	79	7	17.86	16.70	20.58	0.4	26.0	25.6
2008*	462	64	6	-36.61	-37.27	-28.92	N/A	22.5	19.1

N/A – Information is not statistically meaningful due to an insufficient number of portfolios in the composite for the entire year.

+Standard deviation is presented as a 3-year annualized standard deviation measure of risk using monthly returns as of each annual period end.

*Performance presented prior to December 31, 2011 occurred while the Portfolio Management Team was affiliated with a prior firm and the Portfolio Management Team were the only individuals responsible for selecting the securities to buy and sell.

Baird Small Cap Value Commission Composite contains fully discretionary small cap value equity commission accounts. Our goal is to provide superior risk-adjusted returns and consistently outperform the benchmark Russell 2000 Value Index over a full market cycle (typically 3-5 years). Toward that goal, we seek businesses that we believe will exceed street expectations and that are trading at discounts to our proprietary calculations of fair value. Small cap stocks may be subject to a higher degree of risk than more established companies' securities. Securities of small and mid-size companies may be more volatile, less liquid and face greater risks and price fluctuations than larger, more established companies. The Russell 2000® Value Index measures the performance of the small-cap value segment of the U.S. equity universe. It includes those Russell 2000® Index companies with lower price-to-book ratios and lower forecasted growth values. The Russell Indices are a trademark of the Frank Russell Company. Indices are unmanaged, and are not available for direct investment. The Russell 2000 Value is the composite benchmark and the minimum account size is \$100,000.

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 1/1/2016 through 12/31/16 by ACA Performance Services, LLC and for the period 1/1/1993 through 12/31/2015 by previous Verifiers. 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 Small Cap Value Commission Composite has been examined for the periods 1/1/16 through 12/31/16 by ACA Performance Services, LLC and for the period January 1, 2012 through December 31, 2015 by a previous verifier. The verification and performance examination reports are available upon request.

As of 1/1/2007, 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 1/1/2007, 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 1/15/2016 acquisition of Chautauqua Capital Management, LLC.

Results are based on fully discretionary accounts under management, including those accounts no longer with the firm. Prior to 1/1/2012, composite policy required temporary removal of any portfolio incurring a client initiated significant cash inflow or outflow of at least 25% of portfolio assets. The temporary removal of such an account started at the beginning of the month in which the significant cash flow occurred and the account re-entered the composite the first full month after the cash flow. This policy was discontinued on 1/1/2012. From 3/1/2005 through 9/30/2008 this policy was suspended. Additional information regarding the treatment of significant cash flows is available upon request.

The U.S. Dollar is the currency used to express performance. Returns are presented gross and net of management fees and include the reinvestment of all income. Prior to 12/31/11, composite performance is presented gross of foreign withholding taxes on dividends, interest income, and capital gains. Beginning 1/1/2012, net of fee performance is calculated using actual management fees. Prior to 12/31/2011, net of fee performance was calculated using the highest fee. The internal dispersion measure presented is an asset-weighted standard deviation calculated for the accounts in the composite the entire year. Additional information regarding policies for valuing portfolios, calculating performance and preparing compliant presentations are available upon request. Please refer to the Form ADV for more information about managed accounts, including fees and expenses associated with separate accounts. The material contained herein is not an offer to sell or a solicitation of an offer to buy any security, nor shall any such security be offered or sold to any person, in any jurisdiction in which such offer, solicitation, purchase, or sale would be unlawful under the securities laws of such jurisdiction.

The management fee schedule for the composite is 1.0% on the first \$20 million and 0.80% on the balance. Actual investment advisory fees incurred by clients may vary. The Small Cap Value Commission Composite was created 1/1/2012.

Alpha is a measure of a portfolio's risk relative to the market. An alpha of 1.0 means the portfolio outperformed the market 1.0%. A positive alpha is the extra return awarded to the investor for taking additional risk rather than accepting the market return. **Standard Deviation** is a statistical measure of the extent to which returns of an asset vary from its average. The **Upside Capture Ratio** is used to evaluate how well an investment manager performed relative to an index during periods when that index has risen. The **Downside Capture Ratio** is used to evaluate how well or poorly an investment manager performed relative to an index during periods when that index has dropped. The characteristics and statistical measures used in this fact sheet are not a forecast of the Baird Small Cap Value Equity Composite's future performance.

Opinions, where and when expressed, are subject to change without notice. Information was obtained from sources considered reliable, but no representation is made as to its accuracy. The program manager may, to a limited extent, invest in other securities entailing additional risks beyond those highlighted in these profiles. All investments involve risk, including possible loss of principal. There is no guarantee investment objectives will be met. **Performance data quoted represents past performance. Past performance does not guarantee future results.**