

Baird Small / Mid Cap Value Composite

Strategy Profile

As of December 31, 2017

AVERAGE ANNUAL RETURNS (%)*

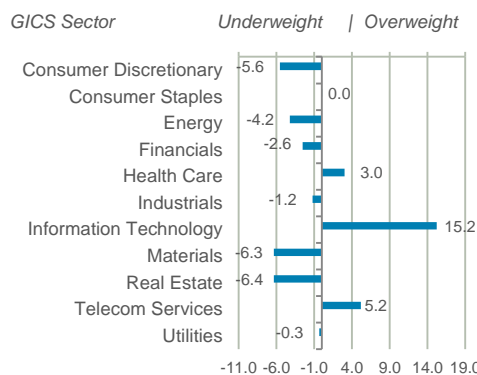
	Small/Mid Value (Gross)	Small/Mid Value (Net)	Russell 2500® Value
Current Qtr	6.60	6.35	4.25
Year to Date	22.89	21.66	10.36
One Year	22.89	21.66	10.36
Three Years	10.60	9.74	9.31
Five Years	15.18	14.31	13.27
Ten Years	8.24	7.33	8.82
Since Inception (01/01/2000)	12.29	11.30	10.35

CALENDAR YEAR RETURNS (%)

Year	Small/Mid Value (Gross)	Russell 2500® Value
2017	22.89	10.36
2016	9.89	25.20
2015	0.17	-5.49
2014	9.47	7.11
2013	36.87	33.32
2012	17.32	19.21
2011	6.09	-3.36
2010	10.29	24.85
2009	29.40	27.68
2008	-38.74	-31.98
2007	24.22	-7.27
2006	17.21	20.18

*12/31/2017 performance is preliminary.
See page 2 for full index disclosure.

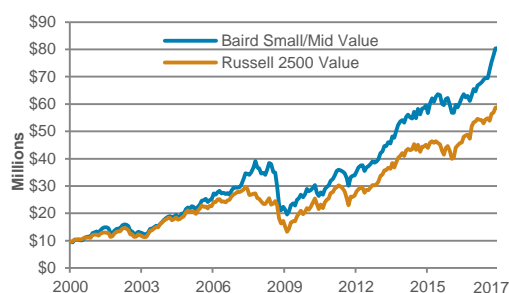
RELATIVE SECTOR WEIGHTS VERSUS RUSSELL 2500® INDEX



PORTFOLIO RISK/RETURN STATISTICS^

	Small/Mid Value (Gross)	Russell 2500® Value
Cumulative Performance (%)	705.14	488.52
Downside Capture	78.66	100.00
Alpha	3.36	0.00
Upside Capture	88.07	100.00
Standard Deviation	15.67	16.67

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



TOP 5 HOLDINGS

Security	% of Portfolio
Boingo Wireless (WIFI)	5.5
Meta Financial (CASH)	4.2
ICU Medical (ICUI)	3.4
Zagg (ZAGG)	3.3
American Financial Group (AFG)	3.3

PORTFOLIO CHARACTERISTICS

	Small/Mid Value (Gross)	Russell 2500 Value
Weighted Avg Mkt Cap (\$B)	4.8	4.8
P/E Ratio (Forward 12 mo)	19.5	18.4
Earnings Growth (3-5 Years)	12.6	8.3
Dividend Yield	1.35	1.97
ROE	10.43	6.84
Price to Book	3.6	2.6
# Holdings	40	1,752

Top 5 holdings, characteristics and sector weights are supplemental information.

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 \$300 million – \$10 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	24	2000
Richard Roesch, CFA Analyst	24	2004
Jonathan DeMoss, CFA Analyst	21	2005
Rob Zwiebel Portfolio Specialist	26	2004

^Inception date: 01/01/2000

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FULL DISCLOSURE PRESENTATION AS OF 12/31/2017

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 2500® Value	Composite Dispersion	Baird	Russell 2500® Value
2017^	4,200	52	10	22.89	21.66	10.36	0.6	N/A	N/A
2016^	3,071	80	17	9.89	9.17	25.20	0.1	11.07	13.17
2015	2,848	71	18	0.17	-0.51	-5.49	0.1	11.24	12.02
2014	2,799	54	11	9.47	8.65	7.11	0.1	9.91	11.25
2013	1,447	53	11	36.87	35.93	33.32	0.8	12.15	15.05
2012	920	41	13	17.32	16.36	19.21	N/A	14.21	18.39
2011*	505	33	6	6.09	5.09	-3.36	N/A	17.69	24.20
2010*	552	53	32	10.29	9.26	24.8	0.4	23.94	26.94
2009*	539	81	47	29.40	28.20	27.68	0.6	23.51	24.58
2008*	462	35	22	-38.74	-39.34	-31.98	0.8	21.30	18.35
2007*	833	1,267	65	24.22	23.06	-7.27	1.7	12.70	11.02

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

^2017 and 2016 performance and assets are preliminary.

+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 prior firms and the Portfolio Management Team were the only individuals responsible for selecting the securities to buy and sell.

Baird Small/Mid Value Commission Composite contains fully discretionary small/mid value equity commission accounts. Our goal is to provide superior risk-adjusted returns and consistently outperform the benchmark Russell 2500 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 and mid-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 2500® Value Index measures the performance of the small-cap value segment of the U.S. equity universe. It includes those Russell 2500 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 2500 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 1/1/2006 through 12/31/2015 by Ashland Partners & Company LLP and for the period 1/1/1993 through 12/31/2005 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 Small/Mid Cap Value Commission Composite has been examined for the periods 1/1/2012 through 12/31/2015 by Ashland Partners & Company LLP. 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 requires 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 reentered the composite the first full month after the cash flow. This policy was discontinued on 1/1/2012. From 1/1/2005 through 9/30/2008 this policy was suspended. Prior to 1/1/2005 the policy was in effect. Prior to 1/1/2003 an external cash flow of at least 10% of the portfolio assets would trigger a removal. 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. 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 is 0.95% on the first \$20 million and 0.75% on the balance. Actual investment advisory fees incurred by clients may vary. The Small/Mid 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/Mid 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. 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.**