

# BairdFacts Europe

September 2016

Baird is an independent and employee-owned international financial services firm with \$161 billion in client assets.<sup>1</sup> With offices in Europe, Asia and the United States, Baird provides investment banking, private equity and equity research services to institutions and corporations around the world. Baird's commitment to putting clients' interests first has made us a trusted investment partner for more than 90 years.

BAIRD

\$1.3 billion

## Record Revenues

Baird's 2015 net revenues were \$1.3 billion,<sup>2</sup> a firm record.

No. 1

## Research Quality and Importance

In 2016, small-cap and mid-cap institutional fund managers ranked Baird No. 1 overall for research importance.<sup>3</sup>

3,300 employees

## Global Reach

Baird has 3,300 employees and operating resources working from more than 100 locations in Europe, the United States and Asia.



### History

Founded in 1919, headquartered in Milwaukee, Wisconsin, USA.

### Ownership

Baird is employee-owned, privately held and independent. Approximately two-thirds of our employees own Baird stock.

### Senior Executives

Paul E. Purcell, Chairman  
Steven G. Booth, President & Chief Executive Officer  
David Silver, Managing Director, Head of European Investment Banking  
Andrew Ferguson, Managing Director, Baird Capital – U.K. Private Equity  
Steve Holt, Managing Director, Head of International Equity Sales  
Patrick Spencer, Managing Director, Vice Chairman of Equities

# Global Structure and **Success**

Baird's complementary businesses help diversify and balance revenue through all types of market conditions and have enabled us to achieve great outcomes for our clients.

## Baird Capital

Baird Capital makes venture capital, growth equity and private equity investments in lower middle-market companies in Europe, the United States and Asia. Baird Capital has raised and managed \$3.3 billion in capital since inception and made investments in 298 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 170 private equity investments.
- 55 investment and operating professionals in Europe, the United States and Asia.
- An active portfolio of \$2.5 billion in combined revenue and more than 17,300 employees globally.

**Baird Capital's U.K. Private Equity group provides equity capital for lower middle-market companies in the Healthcare, Technology & Services, and Products sectors.**

## Global Investment Banking

Baird's Global Investment Banking group provides comprehensive mergers and acquisitions and debt advisory services to middle-market companies.

- Baird advised on 80 M&A deals globally in 2015.
- An integrated global team of approximately 265 banking professionals advise on M&A transactions.
- Strong emphasis in the Industrial, Consumer, Healthcare and Technology & Services sectors.
- In 2015, 75% of Baird's European M&A deals were cross-border, spanning ten different countries.

**Over the past five years, Baird has advised on M&A deals involving companies located in 22 countries.**

## Institutional Equities & Research

Baird's Institutional Equities & Research team delivers expertise in research, sales and trading to domestic and international institutions.

- More than 700 companies under research coverage.
- 3.7 billion shares of stock traded in 2015.
- Baird makes a market in 3,600 securities and trades across 49 markets globally.
- Baird ranked No. 1 overall for research importance in the 2015 Greenwich small-cap and mid-cap survey.<sup>3</sup>

**As part of its leading corporate access services, Baird arranged more than 20,000 company – investor connections in 2015.**

## Accolades

Despite market challenges, Baird teams continue to earn international acclaim from the media and esteemed industry sources.

- Baird was named among the U.K.'s Best Workplaces in 2015 and 2016 by the Great Place to Work<sup>®</sup> Institute U.K.
- Baird was named European Corporate Finance House of the Year at the annual 2016 Private Equity Awards, one of the leading private equity-focused awards in Europe.
- Since 2004, Baird has been recognized annually as one of the FORTUNE 100 Best Companies to Work For<sup>®</sup>. We ranked No. 6 in 2016 – our third straight year among the top 10 and our 13<sup>th</sup> consecutive year on the list.

**Robert W. Baird & Co. Incorporated.**  
Please visit our website at [bairdeurope.com](http://bairdeurope.com) for important information.

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<sup>1</sup> \$161 billion (USD) in total client assets as of 30 June 2016.

<sup>2</sup> Financial results do not reflect the consolidation of certain private equity partnerships.

<sup>3</sup> Greenwich Associates U.S. Equity Investors – Small/Mid-Cap Funds, April 2016. Surveys conducted with 96 U.S. small-cap and mid-cap fund managers. Rankings for qualitative metrics are based on leading research firms in survey.

To learn more, call +44 207 488 1212 in Europe or 800-RW-BAIRD in the United States, or visit us online at [bairdeurope.com](http://bairdeurope.com).

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