

BairdFacts Europe

March 2017

Baird is an independent and employee-owned international financial services firm with \$171 billion in client assets.¹ 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 nearly a century.

BAIRD

\$1.4 billion

Record Revenues

Baird's 2016 net revenues were \$1.4 billion,² 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.³

3,400 employees

Global Reach

Baird has 3,400 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 approximately 300 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 170 private equity investments.
- 56 investment and operating professionals in Europe, the United States and Asia.
- An active portfolio of \$1.8 billion in combined revenue and more than 11,500 employees globally.

Baird Capital's U.K. Private Equity group provides equity capital for lower middle-market companies in the Healthcare, Technology & Services, and Industrial Solutions 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 more than 100 M&A and debt advisory deals in 2016.
- An integrated global team of approximately 270 banking professionals advises M&A, equity and debt advisory transactions.
- Strong emphasis in the Industrial, Consumer, Healthcare, and Technology & Services sectors.
- In 2016, 70% of Baird's European M&A deals were cross-border, spanning 10 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.
- 4.7 billion shares of stock traded in 2016.
- Baird makes a market in more than 3,700 securities and trades across 49 markets globally.
- Baird ranked No. 1 overall for research importance in the 2016 Greenwich small-cap and mid-cap survey.³

As part of its leading corporate access services, Baird arranged more than 21,000 company-investor connections in 2016.

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[®] 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 recognised annually as one of the FORTUNE 100 Best Companies to Work For[®]. We ranked No. 4 in 2017 – our fourth straight year among the top 10 and our 14th consecutive year on the list.

Robert W. Baird & Co. Incorporated.
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¹ \$171 billion in client assets as of 31 December 2016.

² Financial results do not reflect the consolidation of certain private equity partnerships.

³ 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.

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