

BairdFacts Europe

March 2014

Baird is an independent and employee-owned international financial services firm with \$117 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 more than 90 years.

BAIRD

\$ **1.1** billion

Record Revenues

Baird's 2013 net revenues were \$1.1 billion,² a firm record.

No. **1**

Most Trusted Research

For the tenth consecutive year in 2013, small-cap and mid-cap institutional fund managers ranked Baird as their most trusted source of research.³

2,900 employees

Global Reach

Baird has 2,900 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 half of our employees own Baird stock.

Senior Executives

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

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

U.S. Private Equity – U.K. Private Equity –
China Growth Equity – Venture 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 billion in capital since inception and made investments in 277 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 165 private equity investments.
- 60 investment and operating professionals in Europe, the United States and Asia
- 13 professionals in Asia support our portfolio companies and help U.K. portfolio companies gain access to these valuable markets

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

Investment Banking

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

- Baird advised on 63 M&A deals globally in 2013.
- Integrated global team of 250 banking professionals advise on M&A transactions.
- Strong emphasis in the Industrial, Business Services, Consumer and Technology sectors
- In the past five years, Baird's M&A assignments have involved companies located in 19 countries.

Since 2012, Baird has advised on 34 M&A deals involving a European party.

Institutional Equities and Research

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

- 713 companies under research coverage
- 3.9 billion shares of stock traded in 2013
- Baird has been ranked No. 1 for "most trusted research" for 10 consecutive years in Greenwich surveys.³
- In a very challenging market, our European equities business has grown at a compound annual rate of nearly 10% from 2008-2013.

As part of its leading corporate access services, Baird arranged more than 17,000 company-investor connections in 2013.

Accolades

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

- In its 2013 Private Equity Awards, *Real Deals* magazine recognized the Baird-advised sale of M&C Energy Group, Ltd., a portfolio company of Lyceum Capital, to Schneider Electric SA as a "Top UK Exit."
- Baird's Investment Banking business has received "Deal of the Year" recognitions from *The M&A Advisor* for nine years running.
- Baird Capital's U.K. Private Equity group received the British Private Equity & Venture Capital Association's 2012 "Mid-Market Buyout of the Year" for its sale of Aston Carter.
- Since 2004, Baird has been recognized annually as one of the FORTUNE 100 Best Companies to Work For®. We ranked No. 9 in 2014 – our sixth straight year among the Top 25.

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¹ \$117 billion (USD) in total client assets as of 31 December 2013.

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 2013. Surveys conducted with 88 U.S. small-cap and mid-cap fund managers. Rankings based on top 5 research firms in survey.

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