

# Consistent Focus. Consistent Results.

**BAIRD**

**Institutional Equities  
& Research**

## Strong Results for Baird's Research, Sales, Trading and Corporate Access Capabilities

Baird was again recognized for the strength of its institutional equities platform in Greenwich Associates' 2016 survey of small- and mid-cap fund managers. The firm ranked as the No.1 overall "important

small-/mid-cap research advisory firm" and also received six No.1 rankings for the quality and service of our research, sales and corporate access.

RESEARCH	2016	2015	2014	2013	2012
"Top 5" research/advisory firm for importance	1	1	1	1	1
"Overall research and analyst service quality"	2	1	1	1	2
"Information and insights that generate alpha"	1	1	1	1	2
"Greatest knowledge of companies and industries"	1	1	2	1	1
"Quality of analyst service"	1	1	1	1	1
"Makes most visits and calls"	2	1	1	3	1
SALES AND CORPORATE ACCESS	2016	2015	2014	2013	2012
"Overall sales quality"	2	2	1	1	1
"Access to small-/mid-cap companies' management"	1	1	1	1	2
"Capability of sales professional or team"	2	1	1	1	1
"Most useful conferences and seminars"	2	2	3	4	3
"Best coordinates access to analysts"	1	2	1	1	3

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

# Consistent Focus. Consistent Results.

Strong Results for Baird's Research, Sales, Trading and Corporate Access Capabilities

## Quality Content, Comprehensive Coverage

High-quality research is the foundation of Baird's equity offerings. We are committed to providing timely, actionable insights in the sector where our clients need and seek objective expertise.

Over the past five years, we have expanded our small-, mid- and large-cap research coverage by 15%. As of year-end 2015, Baird covered more than 725 companies.

RESEARCH COVERAGE GROWTH 2010–2015 / **+15%** /

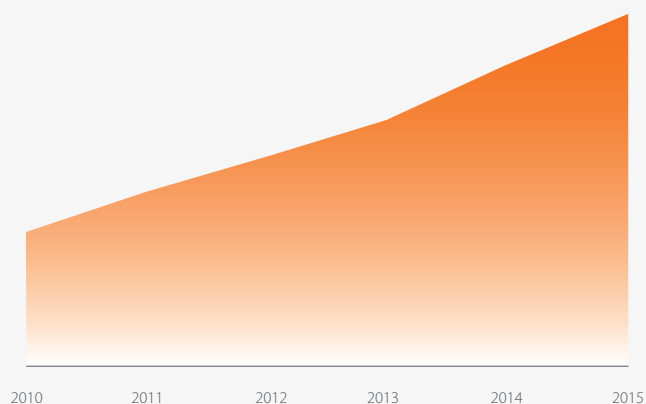


## Building Deep Relationships With Clients

Despite increased volatility across the industry, Baird's trading volume has remained stable.

We remain focused on providing clients with high-touch, additive service across all market cycles. Since 2010, our institutional client base has grown by over 30%.

INSTITUTIONAL CLIENT BASE GROWTH 2010–2015 / **+30%** /



## Delivering Global Access

Baird connects institutional investors with industry-leading companies across the globe. Our focus on delivering unique relationships, resources and sector expertise garnered a No. 1 ranking for "access to small-/mid-cap companies' management."

To learn more about Baird's equities platform, call 800-648-4788 or visit [rwbaird.com](http://rwbaird.com).

More than  
**20,000**  
company–investor meetings  
during 2015 via nondeal roadshows, field trips, company visits and 1–1 meetings at Baird conferences.

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

©2017 Robert W. Baird & Co. Member SIPC. [rwbaird.com](http://rwbaird.com). MC-48727.