

An Industry-Leading Equities Partner

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

Baird was again recognized for the quality of its global equities platform in Greenwich Associates' 2018 surveys of institutional fund managers. The firm ranked

No. 1 overall quality in sales, corporate access and research and earned an additional nine No. 1 rankings in numerous survey categories.

OVERALL	2018	2017	2016	2015	2014
"Overall quality in sales, corporate access and research"	1	1*	–	–	–
RESEARCH	2018	2017	2016	2015	2014
"Important small-/mid-cap research advisory firm"	1	1	1	1	1
"Overall research and analyst service quality"	1	1	2	1	1
"Quality of analyst service"	1	1	1	1	1
"Greatest knowledge of companies and industries"	1	1	1	1	2
SALES AND CORPORATE ACCESS	2018	2017	2016	2015	2014
"Overall sales and corporate access quality"	1	1	2	2	1
"Important firm for small-/mid-cap corporate access"	1	1	1	1	3
"Capability of sales professional"	1	2	2	1	1
"Most useful conferences and seminars"	2	2	2	2	3
"Share of distinct industry citations"	1	1	1	1	1
"Best tailors research to investors"	1	3	3	1	2

*This category was introduced in 2017.

Greenwich Associates North American Equity Investors – U.S. Small-/Mid-Cap Funds and U.S. Equities Sales, Corporate Access & Research, May 2018. Surveys conducted with 110 small-cap and mid-cap fund managers and 194 fund managers and 275 traders, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

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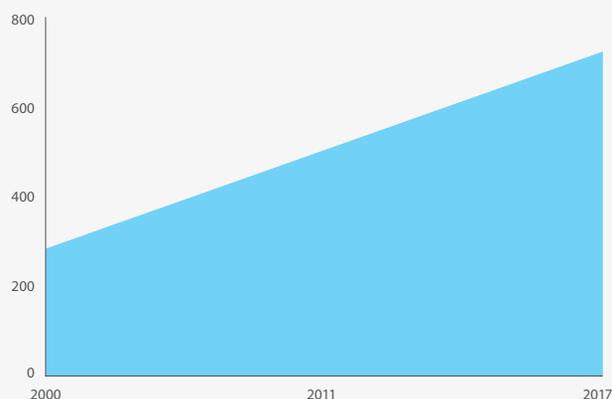
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Strategic Growth of Coverage

Baird covered 715 stocks at the end of 2017 – an increase of more than 250% in our coverage since 2000 and a reflection of the firm's long-term commitment to providing high-quality, industry-focused research.

More Than 250%

GROWTH IN RESEARCH COVERAGE, 2000–2017



Global Client Coverage

Investors around the world turn to Baird for proven equity capital markets capabilities. We are investing in the growth of our institutional equities platform with a strategic focus on continuing to increase our global capabilities.

54
countries

Baird has done business with companies and institutions in 54 countries over the past decade.

Industry-Leading Corporate Access

We connect institutional investors and management teams from companies around the world. Our focus on providing deep relationships, premier resources and seamless execution garnered a No. 1 ranking for "Important firm for small-/mid-cap corporate access."

In 2017, Baird arranged
21,000+
company-investor connections
via company visits, management trips to institutional clients and one-on-one meetings at Baird conferences.

To learn more about Baird's global equities platform, call 800-648-4788 or visit rwbaird.com.