

BAIRD**Institutional Equities
& Research**

Options Trading

Customized Solutions and Execution

Baird's seasoned experts execute options on:

- Single stocks
- ETFs
- Equity indices

**OPTIONS
TRADING**

Multidimensional Strategies

Baird's Options Trading desk works directly with institutional clients to develop specific options strategies that seek to hedge long stock positions, generate income to enhance existing positions, or create asymmetric return profiles. Our team executes across all listed option exchanges enabling us to provide the comprehensive coverage and extensive capabilities our clients demand.

A Client-Focused Approach

We are committed to providing high-touch trading relationships and tailored options solutions to our clients. Our team employs a variety of options strategies and products, including:

- Overwriting programs
- Single-stock options strategies
- VIX and related volatility products
- Broad-based and sector ETF hedges

Our experienced options experts work directly with you to create a customized strategy based on your fundamental views and desired risk profile. And because Baird does not operate a proprietary trading desk, the sole focus of our relationship is to enhance your performance.

Access to Market-Leading Insights

Our extensive options trading capabilities are complemented by our access to Baird's industry-leading equity research and sales. Baird has been recognized as the No. 1 overall for research quality and importance among small-/mid-cap research advisory firms and No. 1 firm for 'overall sales quality' by Greenwich Associates' survey of small- and mid-cap money managers.* We work closely with Baird's analysts to provide you access to these award-winning insights and create tailored options strategies that help implement your unique investment ideas.

BAIRD'S OPTIONS TRADING

BAIRD



EXPERIENCED
OPTIONS TRADING DESK



HIGH-TOUCH
SERVICE



ACCESS TO
INDUSTRY-LEADING
EQUITY RESEARCH



QUALITY
EXECUTION

Baird's Options Trading Team



Kevin Holbert

Kevin joined Baird in 2014 as an Institutional Options Trader. He has seven years of experience in equity derivatives. Prior to joining Baird, he covered a variety of institutional accounts at

Deutsche Bank and was a founding member of Woodlawn Advisors.



Dan Gomez

Dan joined Baird in 2014 as an Institutional Options Trader. He has more than 10 years of experience in equity derivatives. Prior to joining Baird, he executed options for domestic and

international clients at Tullett Prebon and Woodlawn Advisors.

Quality. Consistency. Partnership. Baird.

Established in 1919, Baird is an employee-owned, fully independent wealth management, investment banking, asset management and private equity firm with more than 100 offices and more than 3,100 employees in the United States, Europe and Asia and \$149 billion in client assets worldwide.¹ Since 2004, Baird has been one of the FORTUNE 100 Best Companies to Work For[®], helping us attract and retain top talent in our industry.

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The Baird Difference

INDUSTRY-
LEADING
RESEARCH¹



TOP-RANKED
SALES AND
ACCESS¹



HIGH-QUALITY
EXECUTION
SERVICES



PROVEN
EQUITY CAPITAL
MARKETS
CAPABILITIES



For additional information, please contact Baird or visit the Options Clearing Corporation website for a copy of the disclosure document titled Characteristics and Risks of Standardized Options. Options are not suitable for all investors, as strategies are complex and inherently exhibit a high degree of risk. All risks must be considered carefully before implementing any strategies.

¹ As of July 1, 2014.

*Greenwich Associates U.S. Equity Investors – Small-/Mid-Cap Funds, April 2015. Survey conducted with 92 small-cap and mid-cap fund managers. Rankings for qualitative metrics are based on leading research firms in survey.

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