

BairdFacts

April 2018

Baird is an employee-owned, international financial services firm with \$203 billion in client assets. We provide private wealth management, institutional asset management, private equity, investment banking and capital markets services to clients through our offices in the United States, Europe and Asia. As employee-owners, we manage for the long term, continuously building capabilities to best serve clients. And we conservatively manage our balance sheet and capital position to maintain financial flexibility in all types of market conditions.

\$203 billion

Assets in Client Accounts

Baird's clients trust us with \$203 billion in assets as of December 31, 2017.

100 Best ×15

A Great Place to Work

For 15 consecutive years, Baird has been recognized as one of *Fortune's* 100 Best Companies to Work For.[®]

No. 12 in 2018, our 10th straight year in the top 25.

3,450 employees

Global Perspective

Baird has more than 3,450 employees and over 100 locations in the United States, Europe and Asia.

No. 1

Overall Quality

In 2017, small-cap and mid-cap institutional fund managers ranked Baird No. 1 overall for combined quality in sales, corporate access and research.¹

History

Founded in 1919, headquartered in Milwaukee, Wisconsin.

Member NYSE

Robert W. Baird & Co. has been a member of the New York Stock Exchange since 1948.

Ownership

Baird is employee-owned, privately held and independent. Approximately two-thirds of our employees own Baird stock.

Revenues

2017 revenues were \$1.5 billion,² a firm record.

Baird Foundation

Baird Foundation gave \$3.1 million to qualified nonprofits in 2017.

Senior Executives

Steven G. Booth, President & Chief Executive Officer
Paul E. Purcell, Chairman

Structured for Your Success

Baird's five complementary businesses help diversify and balance revenue through all types of market conditions. Our structure and independence give us the financial strength to make ongoing investments in the professional expertise and distinctive culture that make Baird a trusted partner for individuals, municipalities, corporations and institutions across the United States, Europe and Asia.



Private Wealth Management

Baird's Private Wealth Management professionals provide comprehensive wealth management strategies and solutions for high-net-worth individuals and their families across the United States.

- Approximately 860 Financial Advisors
- More than 85 in-house specialists provide advice for all aspects of wealth management, retirement planning, charitable giving and wealth transfer
- Serves clients coast-to-coast from 94 locations in 30 states
- *Barron's* Top Wealth Management Firms list, 2007–2017

\$136 billion
in PWM
client assets³

Asset Management

Baird Advisors
Baird Equity Asset Management

Baird's fixed income and equity portfolio managers offer disciplined investing and outstanding service to institutional investors and individuals through customized portfolios and mutual funds.

- \$60.5 billion in fixed income investments managed by Baird Advisors³
- \$4.2 billion in equity investments managed by our Growth, Value, Core, International, Global and Specialized Asset Management teams in Baird Equity Asset Management³
- Minority interests in RiverFront Investment Group and Greenhouse Funds LP
- No. 1 Best Place to Work in Money Management among firms our size according to *Pensions & Investments*, 2017

\$65 billion
in assets under
management

Baird Capital

Global Private Equity (U.S., U.K., Asia)
U.S. Venture Capital

Baird Capital makes venture capital, growth equity and buyout investments in lower middle-market companies in the Industrial Solutions, Technology & Services and Healthcare sectors.

- Investments made in more than 300 portfolio companies since inception
- Approximately 60 investment, operating and support professionals in the United States, Europe and Asia
- Dedicated global resources to help portfolio companies accelerate growth
- Active portfolio companies have combined annual revenues of \$2.2 billion and more than 13,100 employees

\$1.0 billion
in assets under
management

Fixed Income Capital Markets

Fixed Income Sales and Trading
Public Finance

Baird's Fixed Income Sales and Trading team provides investment ideas and trade execution for U.S. institutional clients. Our Public Finance professionals offer debt underwriting and advisory services to clients in the public, private and nonprofit sectors.

- Approximately 150 institutional sales, trading and analytics professionals
- Approximately 60 Public Finance bankers and analysts
- Ranked No. 1 nationally for competitive issues by number of issues and No. 6, based on par amount for competitive issues in 2017, according to Ipreo MuniAnalytics

No. 1 municipal bond
underwriter
nationwide⁴

Equity Capital Markets

Institutional Equities & Research
Global Investment Banking

Baird's Institutional Equities & Research team provides research, sales and trading expertise for U.S. institutional investors around the globe. Our Global Investment Banking group provides M&A, debt advisory and equity services to middle-market companies.

- 715 companies under research coverage
- Approximately 300 banking professionals serving clients globally
- Advised on more than 200 financing and advisory transactions in 2017 with a total value of more than \$57 billion
- Arranged more than 21,000 company-investor connections in 2017
- Strategas Research Partners provides award-winning macro research to institutional investors and corporate executives

No. 1 for knowledge
of industries and
companies in
Greenwich survey¹

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¹Greenwich Associates U.S. Equity Investors – Small-/Mid-Cap Funds, May 2017. Survey conducted with 101 small-cap and mid-cap fund managers. Rankings for qualitative metrics based on leading research firms in survey.

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

³Assets as of December 31, 2017.

⁴Based on number of issues each year since 2009, according to Ipreo MuniAnalytics and Thomson Reuters.

To learn more, call 800-79-BAIRD in the United States or +44 (0)20 7488 1212 in Europe, or visit us online at rwbaird.com.

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