



**FOX FACTORY HOLDING CORP.
\$84.5 MILLION BOUGHT DEAL
NOVEMBER 17, 2016**

**BAIRD BOUGHT AND PLACED OVER 4 MILLION SHARES
TO PROVIDE LIQUIDITY FOR FOXF SHAREHOLDERS**

- TRADED UP **5.5%** ON ITS FIRST DAY OF TRADING POST-OFFER
- BAIRD PRICED THE DEAL AT A DISCOUNT TO LAST TRADE OF **7.7%**
- PLACED **~75%** OF THE SHARES TO NEW INVESTORS AND ALLOWED CURRENT HOLDERS TO INCREASE THEIR POSITIONS
- THE OFFERING PROVIDED **\$80MM+** OF LIQUIDITY FOR HOLDERS COMPASS GROUP AND ROBERT FOX
- BAIRD'S INSTITUTIONAL SALESFORCE MADE OVER **400** CALLS TO **150+** DIFFERENT INVESTORS
- THE TRANSACTION MARKED BAIRD'S THIRD OFFERING FOR FOX FACTORY SINCE ACTING AS THE LEAD BOOKRUNNER ON THE INITIAL PUBLIC OFFERING IN 2013

BOUGHT DEALS ARE THE NEW REALITY

45% OF FOLLOW-ON OFFERINGS YTD HAVE BEEN EXECUTED THROUGH BOUGHT DEAL TRANSACTIONS

BAIRD PROVIDES LIQUIDITY TO EXISTING SHAREHOLDERS BY EFFICIENTLY EXECUTING THESE TRANSACTIONS

BAIRD IS INCREASING THE EXISTING SHAREHOLDER BASE AND ADDING NEW INVESTORS FOR ISSUERS

BAIRD HAS PARTICIPATED IN **6** BOUGHT DEAL OFFERINGS IN 2016, RAISING NEARLY **\$1 BILLION**

TO LEARN MORE ABOUT BAIRD'S EQUITY FINANCING CAPABILITIES, VISIT WWW.RWBAIRD.COM/INVESTMENT-BANKING/EQUITY-FINANCING

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