

BAIRD

Great
Moments at Baird.



ANNUAL MEETING | STATE OF THE BUSINESS



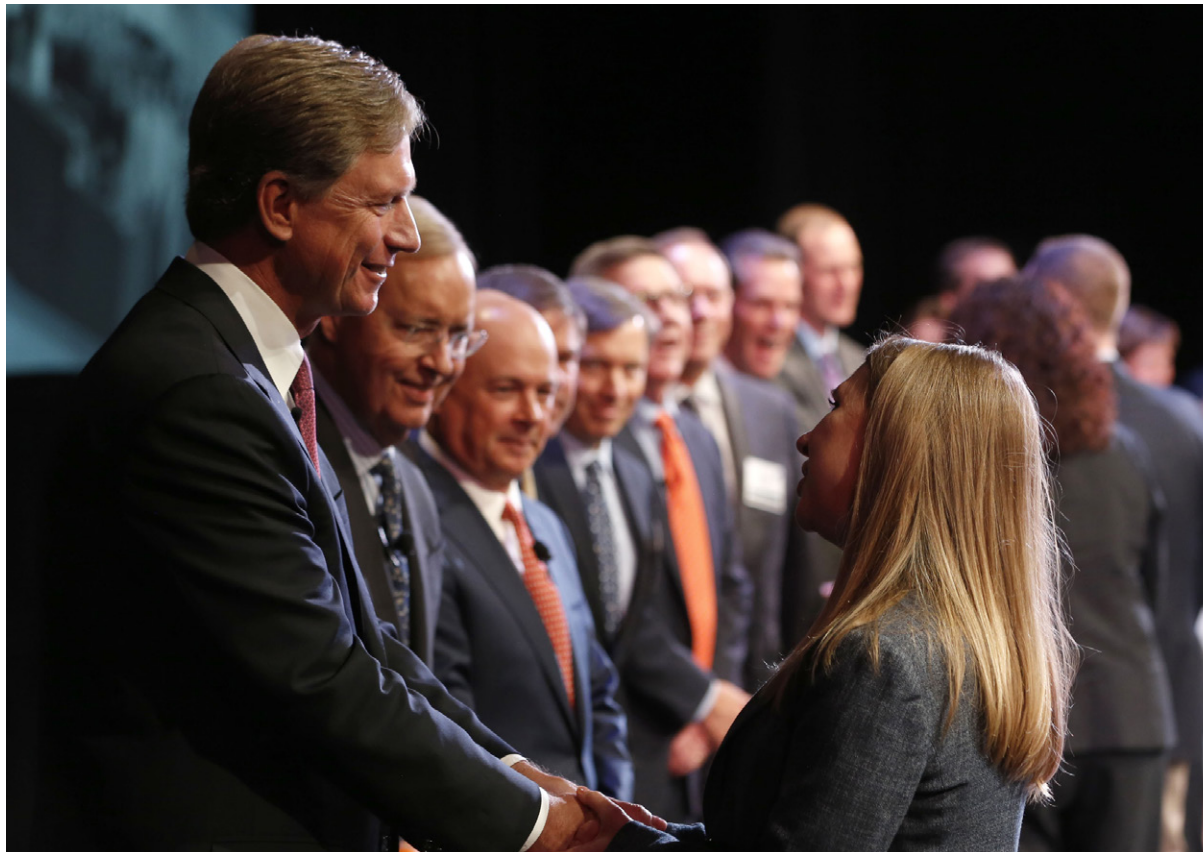
President & CEO Steve Booth kicked off this year's Annual Meeting for All Associates with Chairman Paul Purcell and senior leaders to provide a compelling overview of how each of the businesses and Corporate Resource Groups are performing in today's uncertain economic environment.

ANNUAL MEETING | AWARD WINNERS



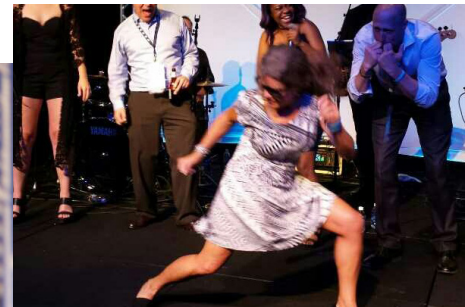
The Kasten and Ruppel Awards are our most highly regarded recognitions for client service and community involvement. Winners are announced at the annual meeting and are surprised onstage by their families.

ANNUAL MEETING | NEW SHAREHOLDERS



There were handshakes and hugs as new Baird shareholders were congratulated by the Executive Committee. More than 200 new shareholders were announced by name and welcomed to a hearty round of applause.

ANNUAL MEETING | CELEBRATION



After the annual meeting, approximately 1,000 associates gathered to socialize and enjoy food, drinks and live music. A silent auction with approximately 85 items donated by branch offices and departments raised more than \$30,000 for the Cancer Research Institute.

PRIVATE WEALTH MANAGEMENT SYMPOSIUM



This biennial event brings together more than 1,000 associates from across the country for educational programs, networking and camaraderie. PWM President Mike Schroeder opened the event dressed as the DJ and made a few special “dance moves” to entertain the audience before leading a conversation with Erik Dahlberg, newly appointed Executive Director of the PWM Branch System, and CEO Steve Booth.

ASSOCIATE RESOURCE GROUPS



ARGs provide opportunities to network, promote personal and professional growth, enhance career development, and create a stronger sense of community within Baird.

BAIRD GIVES BACK



During Baird Gives Back Week, Baird associates, relatives and friends volunteered at 116 organizations in the United States, Europe and Asia. Altogether, Baird volunteers from more than 60 locations donated more than 5,300 hours of service.

BAIRD GIVES BACK



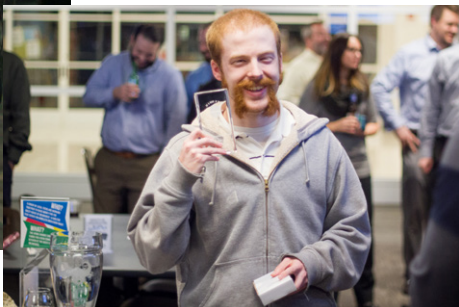
Associates support causes throughout the year, from volunteering for a variety of community organizations to participating in charity walks and runs. Each year Prism, Baird's multicultural associate resource group, organizes a team to participate in the United Negro College Fund Walk/Run for Education.

UNITED WAY / UPAF CAMPAIGNS



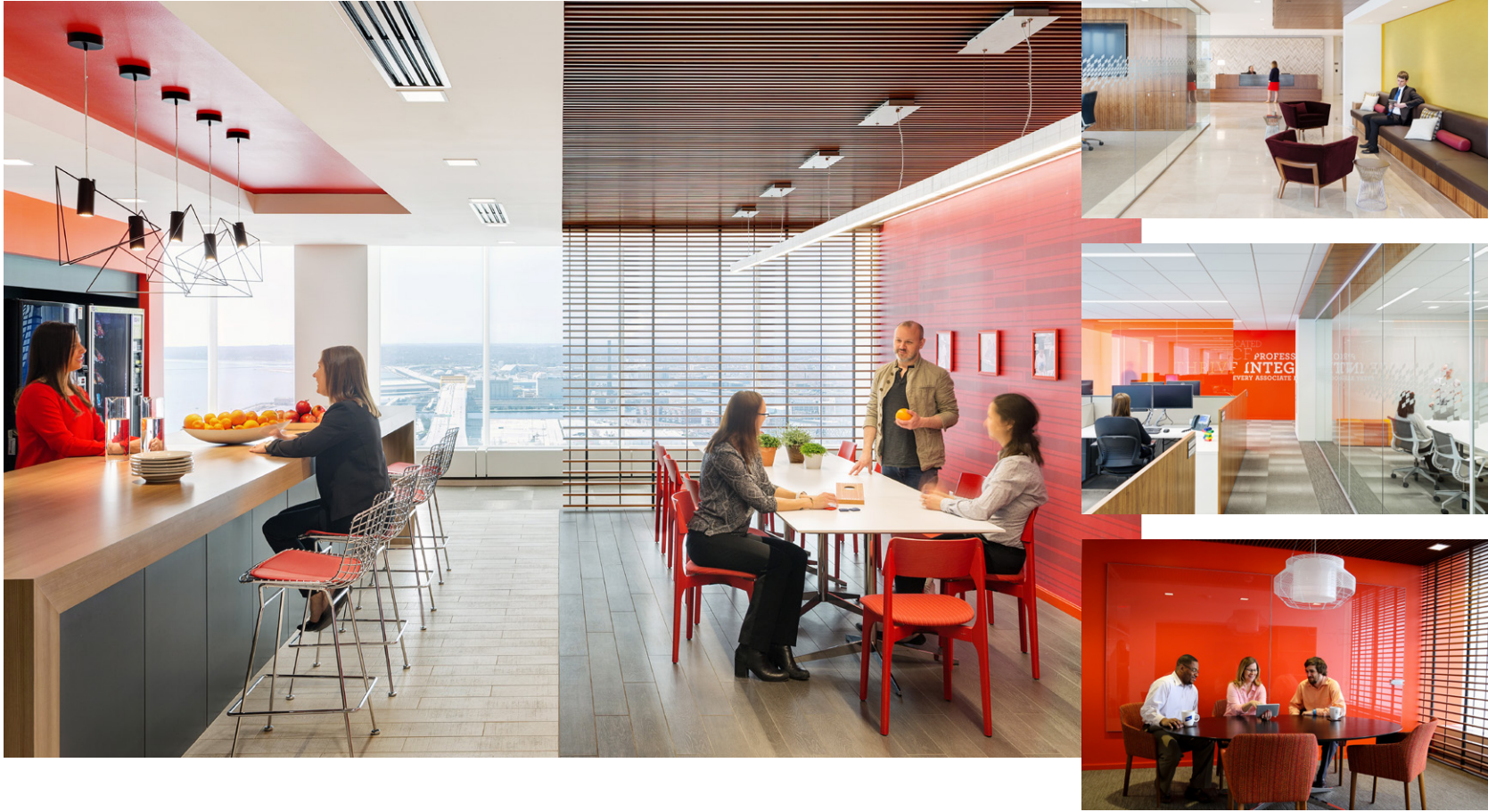
Baird associates celebrated a record campaign for United Way with a happy hour. Stephanie, a Baird associate, was the lucky winner of a Harley-Davidson motorcycle in the raffle run by United Way in metro Milwaukee. To kick off the United Performing Arts Fund (UPAF) campaign, Baird sponsored a celebration that showcased performances by professional arts organizations in Milwaukee.

NOVEMBEARD



More than 150 associates around the country participated in Baird's fifth annual charitable beard-growing contest. Creative posters featuring Baird associates helped generate enthusiasm for the 2015 Novembeard contest, which raised a record \$35,000 for charity. Trophies were presented for the best beards in a number of categories.

OPERATION RENOVATION



Our headquarters is being transformed through a multiyear renovation project to create a more open, collaborative workspace that increases access to natural light and views. The floor designs feature fewer offices, more areas for collaboration and meetings, work stations with adjustable-height desk tops, and a large café.

ASSOCIATE CELEBRATIONS



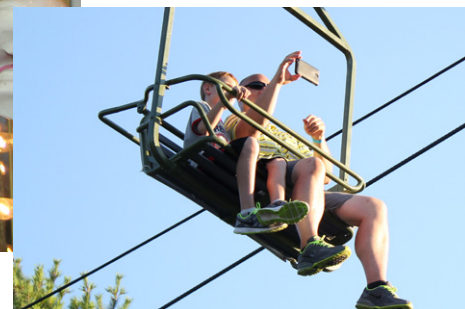
Personal milestones – service anniversaries, retirements, weddings and birthdays – are celebrated with a flourish at Baird, and associates often organize informal, fun social events to enhance camaraderie during the workday and after hours.

ASSOCIATE CELEBRATIONS



Business achievements – project milestones, top workplace recognitions, team anniversaries and other successes – are also celebrated with enthusiasm, recognizing the teamwork, dedication and talent that contribute to these great results.

ASSOCIATE CELEBRATIONS | BAIRD NITE AT THE ZOO



A long-standing tradition is Baird Nite at the Zoo, held each summer and open to Baird associates and their families, including retirees. The event includes dinner, refreshments, live entertainment and exclusive after-hours access to the zoo, special exhibits and shows.

ASSOCIATE CELEBRATIONS | QUARTER CENTURY CLUB



Baird's long-standing commitment to associates is evidenced by our Quarter Century Club, which recognizes those who have been with Baird for 25 years or more. On June 16, 2016, 17 associates who joined Baird in 1990 were inducted into the Quarter Century Club, which has about 130 associates plus many retirees.

ASSOCIATE CELEBRATIONS | HOLIDAY PARTIES



Baird's headquarters, branch offices and individual departments all hold winter holiday celebrations that include entertainment, food and drinks.

BUSINESS UPDATES



Business Updates, open to all associates, feature discussions with CEO Steve Booth, Chairman Paul Purcell and other members of senior management. The updates are also webcast and recorded.

RECRUITMENT AND DEVELOPMENT



Through our internship program, Baird welcomes over 150 interns each year, many of whom receive job offers at Baird after they graduate. The internships expose individuals with many different backgrounds and perspectives to a financial services career they might not otherwise have considered.

TEAM BUILDING



Associates enhance team building and camaraderie with challenging tasks that also benefit the community. At this year's off-site meeting, the Global Investment Banking team worked in groups to assemble 40 children's bikes that were then donated. In Europe, the Institutional Equity Sales team participated in the London South "Tough Mudder" run, which benefited a charity.

