

Baird Mid Cap Growth Equity Composite

Strategy Profile

BAIRD

Baird Equity
Asset Management

As of September 30, 2018

AVERAGE ANNUAL RETURNS (%)

	QTR ¹	YTD ¹	1 Year	3 Year	5 Year	7 Year	10 Year	Since Inception (06/30/93)
Composite – Gross	9.23	17.29	24.01	17.22	12.09	16.80	14.20	12.42
Composite – Net	9.04	16.68	23.16	16.40	11.31	15.98	13.49	11.81
Russell Midcap Growth Index	7.57	13.38	21.10	16.65	13.00	16.87	13.46	10.24

¹Returns for periods of less than one year are not annualized.

CALENDAR YEAR RETURNS (%)

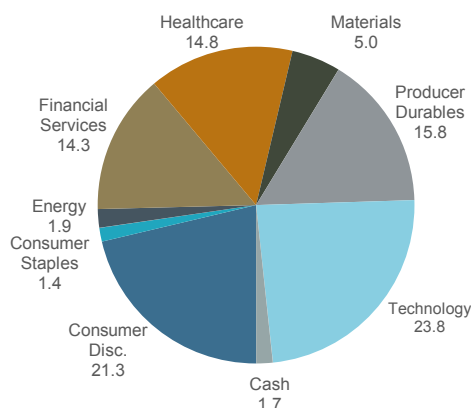
	2017	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007
Composite – Gross	28.00	6.37	-2.78	5.80	34.13	17.64	5.60	28.17	41.75	-40.25	21.18
Composite - Net	27.10	5.63	-3.49	5.06	33.09	16.79	5.06	27.70	41.14	-40.54	20.59
Russell Midcap Growth Index	25.27	7.33	-0.20	11.90	35.75	15.82	-1.66	26.38	46.29	-44.32	11.43

CHARACTERISTICS

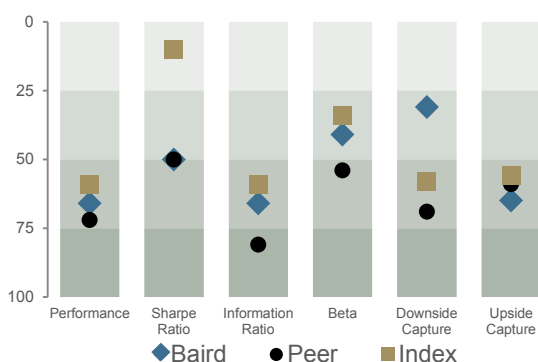
	Baird Mid Cap Growth	Russell Midcap Growth
Weighted Avg Mkt Cap (\$B)	14.0	16.9
Profit Margin (%)	12.4	9.0
Revenue Growth (1 year)(%)	18.0	16.4
LT Debt as % of Capital	34.2	42.2
P/E Ratio (Forward 12 mo)	25.1x	22.9x
Turnover % (Trailing 12 mo)	41.0	N /A

Source: FactSet

SECTOR WEIGHTS (%)



PERCENTILE RANKING AND STATISTICS (7 YEAR VS. BENCHMARK AND PEER GROUP)¹



	Baird	Index	Peer Group
Performance	16.79	16.86	16.45
Sharpe Ratio	1.57	1.73	1.57
Information Ratio	-0.02	0.00	-0.19
Beta	1.03	1.00	1.05
Downside Capture	87.6	100.0	106.3
Upside Capture	97.7	100.0	98.8

PRODUCT DESCRIPTION

High-quality, traditional growth with a strong emphasis on risk control and a long-term perspective.

INVESTMENT PROCESS

Emphasis on companies with durable profitability, sustainable revenue growth, favorable industry dynamics, and management strength along with understanding the market's expectations of that company.

INVESTMENT STRATEGY

- True Mid Cap – Focus on \$2 - \$15 billion market cap
- High conviction portfolio – 50-60 stocks
- Experienced team – Over 100 years combined experience
- Emphasis on high-quality growth stocks
- Risk-controlled approach

INVESTMENT TEAM & EXPERIENCE

	Industry Years	Team Since
Chuck Severson, CFA Senior Portfolio Manager	32	1993
Ken Hemauer, CFA Senior Portfolio Manager	25	2001
Douglas Guffy Senior Research Analyst	35	2004
Jonathan Good Senior Research Analyst	18	2006
Chaitanya Yaramada, CFA Senior Research Analyst	9	2014
Corbin Weyer, CFA, CPA Senior Research Analyst	8	2014

¹ Source: PSN Enterprise is an investment manager database and a division of Informa Investment Solutions, Inc (IIS). The peer group is the PSN US Mid Cap Growth Universe and includes US equity products that select Mid Cap (\$2-10 billion) as their primary market capitalization range and growth is chosen as the primary style. REIT and convertible products are excluded. Performance figures are provided from the investment management firm and are reported for informational purposes only. IIS does not guarantee the accuracy, adequacy, completeness or availability of any information and is not responsible for any errors or omissions or for the results obtained from the use of such information. Index is the Russell Midcap Growth Index. Portfolio sector weights and characteristics identified above reflect a representative account as of 9/30/18 and are subject to change without notice.

Baird Mid Cap Growth Equity Composite

FULL DISCLOSURE PRESENTATION AS OF 09/30/2018

Period Ended	Total Firm Assets	Composite Assets			Annual Composite Performance Results (%)				Std Deviation (3-yr %)*	
	Baird EAM (\$ millions)	USD (\$millions)	% of Bundled Fee	Number of Portfolios	Baird Gross	Baird Net	Russell Midcap [®] Growth	Composite Dispersion	Baird	Russell Midcap [®] Growth
2018 YTD	4,936	2,756	1	38	17.29	16.68	13.38	0.3	N/A	N/A
2017	4,200	2,407	1	38	28.00	27.10	25.27	0.2	10.6	10.9
2016	3,488	2,075	1	39	6.37	5.63	7.33	0.2	11.6	12.2
2015	2,848	2,029	1	36	-2.78	-3.49	-0.20	0.2	11.4	11.3
2014	2,799	1,989	1	38	5.80	5.06	11.90	0.2	11.2	10.9
2013	1,447	708	1	30	34.13	33.09	35.75	0.2	14.3	14.6
2012	920	327	2	22	17.64	16.79	15.82	0.3	17.5	17.9
2011	505	119	6	18	5.60	5.06	-1.66	0.3	20.2	20.8
2010	552	123	6	20	28.17	27.70	26.38	0.2	24.6	26.4
2009	539	81	8	12	41.75	41.14	46.29	0.5	22.1	24.0
2008	462	61	3	8	-40.25	-40.54	-44.32	0.9	19.0	20.4

*Standard deviation is presented as a 3-year annualized standard deviation measure of risk using monthly returns as of each annual period end.

Baird Mid Cap Growth Equity Composite consists of all fully discretionary mid cap growth equity accounts. We invest in medium sized, high-quality growth companies holding leadership positions within their industries that we believe are capable of producing above average growth in a variety of market environments. The strategy will emphasize companies with a market capitalization between \$2 billion and \$15 billion. To help control risk, the Portfolios are generally diversified among companies in a broad range of industries and economic sectors, with sector limits for any one sector at the greater of 30% of the Portfolio or double the weighting of the applicable sector in the Russell Midcap[®] Growth Index. Mid-cap companies may be hindered as a result of limited resources or less diverse products or services and have therefore historically been more volatile than the stocks of larger, more established companies. The Russell Midcap[®] Growth Index measures the performance of the mid-cap growth segment of the U.S. equity universe. It includes those Russell Midcap Index companies with higher price-to-book ratios and higher forecasted growth values. The Russell Indices are a trademark of the Frank Russell Company. Indices are unmanaged, and are not available for direct investment. For comparison purposes the composite is measured against the Russell Midcap Growth Index. Prior to December 31, 2005, Baird Equity Asset Management also presented the S&P 400[®] Index with its returns. Prior to January 1, 2004, the composite was named the BIM Taxable and Tax-Exempt Equity Mid Cap Composite. The minimum account size for this composite is \$550,000.

Baird Equity Asset Management, formerly Baird Investment Management, claims compliance with the Global Investment Performance Standards (GIPS[®]) and has prepared and presented this report in compliance with the GIPS standards. Baird Equity Asset Management has been independently verified for the periods 1/1/2016 through 12/31/16 by ACA Performance Services, LLC and for the period 1/1/1993 through 12/31/2015 by previous Verifiers. Verification assesses whether (1) the firm has complied with all the composite construction requirements of the GIPS standards on a firm-wide basis and (2) the firm's policies and procedures are designed to calculate and present performance in compliance with the GIPS standards. The Baird Mid Cap Growth Equity Composite has been examined for the periods 1/1/2016 through 12/31/2016 by ACA Performance Services, LLC and for the period 7/1/1993 through 12/31/2015 by previous Verifiers. The verification and performance examination reports are available upon request.

As of 1/1/2007, the firm is defined as Baird Equity Asset Management (Baird EAM), a department of Robert W. Baird & Co., Incorporated that manages equity and balanced portfolios. Prior to 1/1/2007, the firm was defined as Robert W. Baird & Co., Incorporated. Robert W. Baird & Co., Incorporated is registered as an Investment Advisor. The firm maintains a complete list and descriptions of composites, which is available upon request. Total firm assets reflect the 1/15/2016 acquisition of Chautauqua Capital Management, LLC.

Results are based on fully discretionary accounts under management, including those accounts no longer with the firm.

The U.S. Dollar is the currency used to express performance. Returns are presented gross and net of management fees and include the reinvestment of all income. Composite performance is presented gross of foreign withholding taxes on dividends, interest income, and capital gains. Beginning 1/1/2012, net of fee performance is calculated using actual management fees. Prior to 12/31/2011, net of fee performance was calculated using the highest fee. The internal dispersion measure presented is an asset-weighted standard deviation calculated for the accounts in the composite the entire year. Additional information regarding policies for valuing portfolios, calculating performance and preparing compliant presentations are available upon request. Please refer to the Form ADV for more information about managed accounts, including fees and expenses associated with separate accounts. The material contained herein is not an offer to sell or a solicitation of an offer to buy any security, nor shall any such security be offered or sold to any person, in any jurisdiction in which such offer, solicitation, purchase, or sale would be unlawful under the securities laws of such jurisdiction.

Gross of fee returns are supplemental to net of fee returns. Returns are presented gross and net of management fees and include the reinvestment of all income. Net of fee performance was calculated using actual fees. Gross returns have not been reduced by advisory fees but have been reduced by transaction costs. Bundled fees include all charges for transaction costs, portfolio management, custody and other administrative fees. All bundled fees, except those for portfolio management, are included in the gross returns. The percentage of bundled fee assets was overstated in previous presentations and has since been corrected. The composite dispersion presented is an asset-weighted standard deviation calculated for the accounts in the composite for the entire period noted.

The management fee schedule is 0.85% on the first \$10 million, 0.70% on the next \$40 million and 0.60% on the balance. All accounts existing prior to 3/31/2013 were grandfathered at their previous fee schedule. Actual investment advisory fees incurred by clients may vary. The Baird Mid Cap Growth Equity Composite was created 6/30/1993.

Debt/Capital ratio is a measurement of a company's financial leverage. Domino's Pizza was excluded from the calculation due to the multiple recapitalizations of its balance sheet (including Domino's LT Debt/Cap is 47.5% for portfolio vs. 45.0% for benchmark). **Profit Margin** is a ratio of profitability calculated as net income divided by revenues, or net profits divided by sales. **Revenue Growth** Revenue Growth is the total of operating revenues less various adjustments to gross sales. Revenue Growth does not include outliers defined by companies with Revenue Growth less than -50% and greater than 300%. **Beta** is a measurement indicating the volatility of a manager relative to a chosen market or benchmark. A beta of 1 means a manager has about the same volatility as the market. Higher betas are associated with higher risk levels, while lower betas are associated with lower risk levels. **Information Ratio** is a measure of portfolio management's performance against risk and return relative to a benchmark or alternative measure. **Sharpe Ratio** is a measure of risk-adjusted return. It divides excess return by risk. Excess return is defined as the annualized return of the manager minus the annualized return of the risk free rate. A high value for the Sharpe Ratio is generally considered to be positive. The **Upside Capture Ratio** is used to evaluate how well an investment manager performed relative to an index during periods when that index has risen. The **Downside Capture Ratio** is used to evaluate how well or poorly an investment manager performed relative to an index during periods when that index has dropped. The characteristics and statistical measures used in this fact sheet are not a forecast of the Baird Mid Cap Growth Equity Composite's future performance.

Opinions, where and when expressed, are subject to change without notice. Information was obtained from sources considered reliable, but no representation is made as to its accuracy. The program manager may, to a limited extent, invest in other securities entailing additional risks beyond those highlighted in these profiles. All investments involve risk, including possible loss of principal. There is no guarantee investment objectives will be met. **Performance data quoted represents past performance. Past performance does not guarantee future results.**