

# BairdFacts

Europe

May 2019

Baird is an independent and employee-owned international financial services firm with \$208 billion in client assets.<sup>1</sup> With offices in Europe, Asia and the United States, Baird provides investment banking, private equity and equity research services to institutions, corporations and entrepreneurs around the world. Baird's commitment to putting clients' interests first has made us a trusted investment partner for a century.

BAIRD

100  
YEARS

\$1.8 billion

## Record Revenues

Baird's 2018 net revenues were more than \$1.8 billion,<sup>2</sup> a firm record.

No. 1

## Overall Quality in Sales, Corporate Access and Research

In 2019, small-cap and mid-cap institutional fund managers ranked Baird No. 1 for overall quality in Sales, Corporate Access and Research.<sup>3</sup>

3,650 employees

## Global Reach

Baird has approximately 3,650<sup>1</sup> employees and operating resources working from more than 100 locations in Europe, the United States and Asia.

150+

## Consecutive Profitable Quarters

Through many market cycles and different investment environments, Baird has focused on delivering results for clients – an approach that has enabled consistent success for the firm.

### History

Founded in 1919. Headquartered in Milwaukee, Wisconsin.

### Ownership

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

### Senior Executives

Paul E. Purcell, Chairman  
Steven G. Booth, President & Chief Executive Officer  
David Silver, Managing Director, Head of European Investment Banking  
Andrew Ferguson, Partner, Baird Capital – U.K. Private Equity  
Steve Holt, Managing Director, Head of International Equity Sales  
Patrick Spencer, Managing Director, Vice Chairman of Equities

# Structured for Your Success

Baird's complementary businesses help diversify and balance revenue through all types of market conditions and have enabled us to achieve great outcomes for our clients.



## Baird Capital

Baird Capital makes venture capital, growth equity and private equity investments in lower middle-market companies in Europe, the United States and Asia. Baird Capital has raised and managed \$3.5 billion in capital since inception and made investments in more than 300 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 170 private equity investments.
- Approximately 55 investment and operating professionals in Europe, the United States and Asia.
- An active portfolio of \$2.4 billion in combined revenue and more than 16,000 employees globally.

**Baird Capital's U.K. Private Equity group provides equity capital for lower middle-market companies in the Healthcare, Technology & Services, and Industrial Solutions sectors.**

## Global Investment Banking

Baird's Global Investment Banking group provides comprehensive mergers and acquisitions and debt advisory services to middle-market companies.

- Baird achieved a record level of advisory deals in 2018, announcing nearly 150 globally.
- In 2018, 80% of Baird's European M&A deals were cross-border, spanning 12 different countries.
- An integrated global team of approximately 350 banking professionals advises M&A, equity and debt advisory transactions.
- Strong emphasis in the Industrial, Consumer, Healthcare, and Technology & Services sectors.

**Over the past decade, Baird has advised on M&A deals involving companies located in 30 countries.**

## Institutional Equities & Research

Baird's Institutional Equities & Research team delivers expertise in research, sales and trading to domestic and international institutions.

- More than 700 companies under research coverage.
- Baird makes a market in more than 3,400 securities and trades across more than 50 markets globally.
- Institutional attendance at Baird's global investor conferences has grown more than 35% in the past five years.
- In the 2019 Greenwich small-cap and mid-cap survey, Baird ranked No.1 for overall quality in sales, corporate access and research and received several additional No.1 rankings in numerous categories.<sup>3</sup>

**As part of its leading corporate access services, Baird arranged more than 20,000 company-investor connections in 2018.**

## Accolades

Baird's team continues to earn international acclaim from the media and esteemed industry sources.

- Baird was named European Corporate Finance House of the Year for 2016 and UK Corporate Finance House of the Year for 2017 in the annual Private Equity Awards, one of the leading, private equity-focused awards in Europe.
- Since 2004, Baird has been recognised annually as one of the FORTUNE 100 Best Companies to Work For®. We ranked No.16 in 2019 – our 16<sup>th</sup> consecutive year on the list.



Robert W. Baird & Co. Incorporated. Please visit our website at [rwbaired.com](http://rwbaired.com) for important information and disclosures. "Baird" is the marketing name for Robert W. Baird & Co. Incorporated and its subsidiaries and affiliates worldwide. Robert W. Baird Limited (RWBL) and Baird Capital Partners Europe Limited (BCPE) are authorised and regulated in the U.K. by the Financial Conduct Authority (registered numbers are 124308 and 150154, respectively). RWBL and BCPE have approved this information for distribution in the U.K. and Europe.

<sup>1</sup>Assets as of December 31, 2018. On April 1, 2019, Hilliard Lyons and Hilliard Lyons Trust Company became wholly owned subsidiaries of Baird, enhancing client services and adding more than \$50 billion to Baird's client assets. Revenues and headcount listed are not inclusive of Hilliard Lyons acquisition.

<sup>2</sup>Financial results do not reflect the consolidation of certain private equity partnerships.

<sup>3</sup>Greenwich Associates North American Equity Investors – U.S. Small-/Mid-Cap Funds and U.S. Equities Sales, Corporate Access & Research, May 2019. Surveys conducted with 100 small-cap and mid-cap fund managers and 169 fund managers and 269 traders, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

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

©2019 Robert W. Baird & Co. Incorporated. Member SIPC. First use: 5/2019. MC-323206.