Baird is an independent and employee-owned international financial services firm with more than $285 billion in client assets. With offices in Europe, the United States and Asia, 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.

**BairdFacts**

**Europe**

November 2019

- **$1.8 billion**
  - Record Revenues
  - Baird’s 2018 net revenues were more than $1.8 billion, 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.

- **4,500 employees**
  - Global Reach
  - Baird has approximately 4,500 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.
- More than 50 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.

**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 more than 400 banking professionals advises M&A, equity and debt advisory transactions.
- Strong emphasis in the Industrial, Consumer, Healthcare, and Technology & Services sectors.

**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.*

**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 16th consecutive year on the list.

**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.**

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

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

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

Greenwich Associates North American Equity Investors – U.S. Small-/Mid-Cap funds and U.S. Equity 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 rwbaird.com.