

BairdFacts

Europe

November 2020

Baird is an independent and employee-owned international financial services firm with more than \$305 billion in client assets.¹ 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.

\$2.06 billion

Record Revenues

Baird's 2019 net revenues were more than \$2.06 billion,² a firm record.

No. 1

Overall Quality in Sales, Corporate Access and Research

In 2020, small-cap and mid-cap institutional fund managers ranked Baird No. 1 for overall quality in sales, corporate access and research.³

4,600 employees

Global Reach

Baird has approximately 4,600 employees and operating resources working from more than 200 locations in Europe, the United States and Asia.

160+

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.

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

Baird Capital

Baird Capital makes growth equity and private equity investments in lower middle-market companies in Europe, the United States and Asia, and venture capital investments in the United States. Baird Capital has raised and managed \$3.6 billion in capital since inception and made investments in more than 315 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 170 private equity investments.
- Approximately 40 investment and operating professionals in Europe, the United States and Asia.
- An active portfolio of \$2.2 billion in combined revenue and more than 11,000 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.

- Advised on more than \$40 billion in global M&A volume in 2019.
- In 2019, 60% of Baird's European M&A deals were cross-border, spanning 14 different countries.
- An integrated global team of nearly 400 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 approximately 50 markets globally.
- Industry-leading global investor conferences, with significant growth in institutional investor attendance over the past five years.
- In the 2020 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.³

As part of its leading corporate access services, Baird arranged more than 20,000 company-investor connections in 2019.

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 U.K. Corporate Finance House of the Year for 2017 in the annual Private Equity Awards, one of the leading, private equity-focused awards in Europe.
- A Baird sell-side M&A transaction was honoured as the Mediterranean Deal of the Year at the 2018 Private Equity Awards.
- Since 2004, Baird has been recognised annually as one of the *Fortune* 100 Best Companies to Work For[®]. We ranked No.13 in 2020 – our 17th consecutive year on the list.

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¹Assets as of 30 June 2020.

²Financial results do not reflect the consolidation of certain private equity partnerships.

³Greenwich Associates' 2020 surveys of North American Equity Investors – Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buy-side trading desks that use electronic trading, 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.

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