

BairdFacts Europe

July 2013

Baird is an independent and employee-owned international financial services firm with more than \$100 billion in client assets.¹ With offices in Europe, Asia and the United States, Baird provides investment banking, private equity and equity research services to institutions and corporations around the world. Baird's commitment to putting clients' interests first has made us a trusted investment partner for more than 90 years.

BAIRD

\$961 million

Record Revenues

Baird's 2012 net revenues were \$961 million,² a firm record.

No. 1

Most Trusted Research

For the tenth consecutive year in 2013, small-cap and mid-cap institutional fund managers ranked Baird as their most trusted source of research.³

2,800 employees

Global Reach

Baird has 2,800 employees and operating resources working from more than 100 locations in Europe, the United States and Asia.



History

Founded in 1919, headquartered in Milwaukee, Wisconsin, USA.

Ownership

Baird is employee-owned, privately held and independent. Nearly half of our employees own Baird stock.

Senior Executives

Paul E. Purcell, Chairman, President & Chief Executive Officer

Steven G. Booth, Chief Operating Officer

John Fordham, Chairman, Baird International

David Silver, Managing Director, Head of European Investment Banking

Andrew Ferguson, Managing Director, Baird Capital – U.K. Private Equity

Patrick Spencer, Managing Director, Institutional Sales – London

Global Structure and 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

U.S. Private Equity – U.K. Private Equity – China Growth Equity – Venture 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 more than \$2.8 billion in capital since inception and made investments in more than 265 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 165 private equity investments.
- 60 investment and operating professionals in Europe, the United States and Asia
- 13 professionals in Asia support our portfolio companies and help U.K. portfolio companies gain access to these valuable markets

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

Investment Banking

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

- Baird advised on 66 M&A deals globally in 2012, representing a record total deal volume of \$19.2 billion.
- Integrated global team of nearly 250 banking professionals advise on M&A transactions.
- Strong emphasis in the Industrial, Business Services, Consumer and Technology sectors
- In the past five years, Baird's M&A assignments have involved companies located in 18 countries.

Baird advised on more than 40 M&A deals in Europe over the past two years.

Institutional Equities and Research

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

- 695 companies under research coverage
- 3.6 billion shares of stock traded in 2012
- Baird has been ranked No. 1 for "most trusted research" for ten consecutive years in Greenwich surveys.³
- In a very challenging market, our European Equities business has grown at a compound annual rate of nearly 12% from 2006–2012.

As part of its leading corporate access services, Baird organized more than 100 days of investor marketing for companies with market caps ranging between \$1 billion and \$51 billion in 2012.

Accolades

Despite market challenges, Baird teams continue to earn international acclaim from the media and esteemed industry sources.

- In its 2013 Private Equity Awards, *Real Deals* magazine recognized the Baird-advised sale of M&C Energy Group, Ltd., a portfolio company of Lyceum Capital, to Schneider Electric SA as a "Top UK Exit."
- Baird's Investment Banking business has received "Deal of the Year" recognitions from *The M&A Advisor* for eight years running, including 2012 "Cross-Border Deal of the Year."
- Baird was recognized as the 2011 "Investment Banking Firm of the Year" by *The M&A Advisor*.
- Baird Capital's U.K. Private Equity group received the British Private Equity & Venture Capital Association's 2012 "Mid-Market Buyout of the Year" for its sale of Aston Carter.
- Baird Capital's U.S. Private Equity group ranked as a Top 20 "Consistent Performer" for the fifth consecutive year in the 2012 Preqin survey.⁴
- Since 2004, Baird has been recognized annually as one of the FORTUNE 100 Best Companies to Work For®. We ranked No. 14 in 2013 – our fifth straight year among the top 25.

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¹ \$104 billion (USD) in total client assets as of 31 March 2013.

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

³ Greenwich Associates U.S. Equity Investors – Small/Mid-Cap Funds, April 2013. Surveys conducted with 88 U.S. small-cap and mid-cap fund managers. Rankings based on top 5 research firms in survey.

⁴ Based on an international universe of 160 firms and 734 funds fulfilling selection criteria.

To learn more, call +44 (0)20 7488 1212 in Europe or 800-RW-BAIRD in the United States, or visit us online at bairdeurope.com.

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