

## Disclosure of Material Aspects of Venue Relationships

Pursuant to SEC Rule 606(a), Robert W. Baird & Co. Incorporated ("Baird") publishes routing statistics for its customers' orders in U.S. exchange-listed equity securities which it sends to various execution venues or intermediary broker-dealers.

The SEC's final adopting release, along with the text of Rule 606, can be found at:  
<https://www.sec.gov/rules/final/2018/34-84528.pdf>

The SEC's Frequently Asked Questions about Rule 606 can be found at:  
<https://www.sec.gov/tm/faq-rule-606-regulation-nms>

This report provides information regarding the routing destinations Baird utilizes for non-directed customer orders submitted on a held basis. This report identifies the routing destinations selected by Baird, the percentage of various types of orders routed to the venues, and if applicable, discusses the material aspects of Baird's relationship with the venues.

Below are the ten venues with which Baird routes the largest number of total non-directed orders for execution as well as any venue with 5% or more of the non-directed orders for execution—

1. Clearpool Execution Services, LLC
2. Citadel Securities, LLC
3. Virtu Americas, LLC
4. Two Sigma Securities, LLC
5. UBS Securities, LLC
6. Dash Financial Technologies, LLC
7. Canaccord Genuity, LLC
8. New York Stock Exchange
9. NASDAQ
10. MCAP, LLC

Baird does not receive any payment for order flow from the venues listed but does receive execution fees and/or rebates at certain exchanges and execution venues such as Clearpool Execution Services, Virtu Americas, and Dash Financial Technologies. Additionally, NYSE and NASDAQ operate within pricing tiers for public exchange pricing and offer fee/rebates per public exchange pricing disclosures.

Primarily, Baird routes orders in Rule 606 reportable securities, other than options as discussed separately below, to intermediary broker-dealers that may not be the ultimate execution venue of such orders. Orders routed to these intermediary broker-dealers are generally internalized or further routed to execution venues.

Baird does not receive any remuneration for the held orders routed to these intermediary broker-dealers, including any execution venue fees or rebates that may be paid by an executing venue. However, the intermediary broker-dealer may receive remuneration from executing venues through maker-taker pricing or other applicable execution venue fees or rebates, which are generally similar regardless of which cost-plus intermediary broker-dealer Baird selects for a particular customer order.

Baird does not select the execution venues to which the intermediary broker-dealers route Rule 606 reportable securities for execution. As a result, these routing broker-dealers are better positioned to prepare a quarterly report that reflects any execution venue specific maker-taker arrangements or other execution venue fees or rebates.

### Options

Baird receives certain payments on retail option orders routed to Citadel Securities. The payments are \$0.75 per options contract for nickel priced options and \$0.20 per options contract for penny priced options, subject to certain exclusions and limitations. In selecting routing venues for options, Baird selects destinations based upon such venue's ability to consistently obtain the most favorable overall price and to most effectively execute Baird's customer orders in a timely manner.

While Baird has made its best efforts to provide accurate information in this report, Baird does not guarantee or represent that this report is accurate or complete. Many factors may contribute to inaccuracies in this report. Baird disclaims any liability for incidental, consequential, direct or indirect damages that may result from reliance on this report. For more information regarding Baird's order routing practices, please contact your Baird financial representative.