

The logo for BAIRD, featuring the word "BAIRD" in white, uppercase, serif font, set against a dark blue, parallelogram-shaped background that is tilted slightly to the right.

The best in  
financial services  
working for you.

HONORED AMONG  
FORTUNE'S  
*100 Best*  
COMPANIES TO WORK FOR

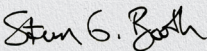
**15 STRAIGHT YEARS**  
2004 – 2018

Ranked No.12 in 2018

When you make a financial plan, you're mapping out the future for you and the people closest to you. With so much at stake, you don't want to work with just anyone – you want to partner only with the best.

Our No. 12 ranking among *Fortune's* 100 Best Companies to Work For® demonstrates our commitment to providing you with the most talented professionals within financial services – people who over their careers have demonstrated their skill, value and dedication to their clients' success. When we say we have the best people in the industry working for you, we mean it.

As always, serving you is both an honor and a privilege. All of us at Baird appreciate the confidence you've placed in us and look forward to continually earning your trust in 2018 and beyond.



**Steve Booth**  
President & CEO



**Paul E. Purcell**  
Chairman