

A Platform for Success

High Marks for Baird's Research, Sales, Trading and Corporate Access Capabilities

BAIRD

Institutional Equities
& Research

Baird was again recognized for the quality of its global equities platform in Greenwich Associates' 2017 surveys of institutional fund managers. The firm ranked

No. 1 for combined quality in sales, corporate access and research and earned an additional eight No. 1 rankings in numerous survey categories.

OVERALL	2017	2016	2015	2014	2013
"Overall quality in sales, corporate access and research"	1*	–	–	–	–
RESEARCH	2017	2016	2015	2014	2013
"Important small-/mid-cap research advisory firm"	1	1	1	1	1
"Overall research and analyst service quality"	1	2	1	1	1
"Quality of analyst service"	1	1	1	1	1
"Greatest knowledge of companies and industries"	1	1	1	2	1
"Information and insights that generate alpha"	2	1	1	1	1
"Best industry coverage"	1	1**	–	–	–
SALES AND CORPORATE ACCESS	2017	2016	2015	2014	2013
"Overall sales and corporate access quality"	1	2	2	1	1
"Important firm for small-/mid-cap corporate access"	1	1	1	3	1
"Capability of sales professional"	2	2	1	1	1
"Best coordinates access to analysts"	2	1	2	1	1
"Most useful conferences and seminars"	2	2	2	3	4
"Distinct industry citations for U.S. equity sales"	1	1	1	1	1

*This category was introduced in 2017.

**This category was introduced in 2016.

Greenwich Associates U.S. Equity Investors – Small-/Mid-Cap Equities and U.S. Sales & Research, May 2017. Surveys conducted with 101 small-/mid-cap fund managers and 214 fund managers and 300 traders, respectively. Rankings for qualitative metrics based on leading research firms in survey.

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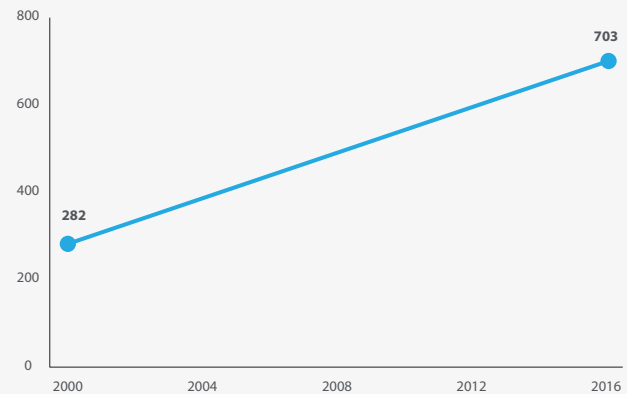
High Marks for Baird's Research, Sales, Trading and Corporate Access Capabilities

Balanced Growth in Coverage

Baird delivers high-quality, objective research in the sectors where our clients seek timely, actionable insights. The firm covered more than 700 stocks at the end of 2016 – an increase of more than 250% in our coverage since 2000.

More Than 250%

GROWTH IN RESEARCH COVERAGE, 2000–2016

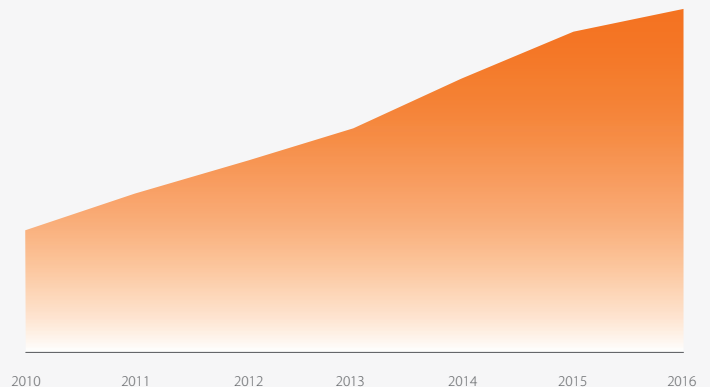


Strong Client Relationships

Our long-tenured team delivers high-quality, additive service to our clients across all market cycles. This commitment to continuity and quality of service has contributed to more than a 40% growth in our institutional client base since 2010.

GROWTH IN INSTITUTIONAL CLIENT BASE, 2010–2016

More than 40%



Premier, Global Corporate Access

We connect institutional investors with corporate management teams across the globe. Our commitment to providing exceptional relationships, resources and sector expertise contributed to our ranking as the No. 1 important firm for small-/mid-cap corporate access.

To learn more about Baird's global equities platform, call 800-648-4788 or visit rwbaird.com.

In 2016, Baird arranged more than **21,000** company–investor connections via company visits, management trips to institutional clients and one-on-one meetings at Baird conferences.