

Global Program and ETF Trading Services

A Client-Focused Approach

BAIRD

Institutional Equities
& Research

For agency execution of portfolio trades. Our experienced experts specialize in:

- Index rebalancing
- Pairs/spreads
- Inflows/outflows
- Sector rotation
- ETF trading
- Customized execution strategies



Integrated Into the Baird Platform

Baird's Global Program and ETF Trading desk operates as an extension of the Cash Equity desk, ensuring continuity of coverage with the high-touch trading relationships our clients have come to trust. Global program and ETF trading commissions can also be used to generate third-party payments for 28(e) eligible expenses via our Integrated Commission Management services.

Focused Only on Your Performance

Baird employs an agency model for global program and ETF trading, executing only to fulfill specific client needs. There is no inherent bias to any trading venue or conflicting access, since we do not sponsor any dark pools. We seek to help clients minimize market impact and maximize liquidity.

Leading Industry Technology

We partner with you to provide the highest-quality execution of your portfolio trades by leveraging leading execution systems and strategies along with expert pre- and post-trade analytics. All execution strategies and analyses are fully customizable to meet your specific requirements, whether dealing with an intricate pairs trade or dollar-neutral basket. Additionally, Baird is self-clearing, meaning our seasoned operational team has the flexibility to address your specific settlement trading needs. The power and versatility of advanced execution tools, including DMA, smart order routing, a suite of algorithmic strategies and access to multiple alternative trading systems (ATs) are leveraged by the professionals on our Global Program and ETF Trading desk to help clients achieve the most efficient strategy for execution.

BAIRD'S GLOBAL PROGRAM AND ETF TRADING SERVICES

BAIRD



FULLY
CUSTOMIZABLE
TO MEET
YOUR NEEDS



UNBIASED
HIGH-TOUCH
SERVICE



AGENCY
FOCUSED
EXECUTION



EXPERIENCED
PROGRAM
TRADING DESK

Designed to meet the sophisticated needs of our trading partners, Baird's Global Program and ETF Trading platform continues to grow in capabilities and recognition throughout our industry. Baird makes a market in more than 2,000 stocks and offers a growing suite of trading services, including:

- Cash equities
- Program trading
- Algorithmic trading
- Commission management

Deep Expertise

More than 100 seasoned professionals practice Baird's unique team approach to sales and trading, which is designed to achieve best execution for our clients. Low turnover on our team creates stability and continuity for clients. And, because we do not operate a proprietary trading desk, the sole focus of our relationship is to enhance your performance.

Quality. Consistency. Partnership. Baird.

Baird is an employee-owned, international financial services firm with \$171 billion¹ in client assets. We provide capital markets, wealth management, asset management and private equity services through relationships, offices and affiliates in North America, Europe, Asia and Australia. We leverage our nearly 100-year history and reputation to deliver outstanding results for the long term, continually building capabilities to best serve our clients.

Global Program and ETF Trading Desk Contact Information

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The Baird Difference

INDUSTRY-
LEADING
RESEARCH*



TOP-RANKED
SALES AND
ACCESS*



HIGH-QUALITY
EXECUTION
SERVICES



PROVEN
EQUITY CAPITAL
MARKETS
CAPABILITIES



¹As of December 30, 2016.

*Greenwich Associates U.S. Equity Investors – Small-/Mid-Cap Funds, May 2017. Survey conducted with 101 small-cap and mid-cap fund managers. Rankings for qualitative metrics based on leading research firms in survey.