

## The Strength of Baird

*A Letter from Our President & CEO, Steve Booth*

Over the past century, Baird has remained strong for clients by keeping their interests first - always. The current environment of uncertainty around the coronavirus pandemic is an important time to reinforce that commitment to you.

### We're Prepared for the Market Environment Ahead.

We expect the financial market environment to remain uncertain until more is known about the virus, how and when it will be contained, and its full impact on the global economy. Volatility is likely to continue here in the near term in both the stock and bond markets. But, importantly, we've seen and helped our clients successfully navigate similar volatility numerous times before and our expertise remains strong today to help you through the current environment.

Our market experts and business leaders on three continents are actively monitoring and assessing the implications of this fast-evolving situation. As always, their perspective is being shared regularly with Baird's Financial Advisors and Relationship Managers serving you and will be reflected in the personalized advice you receive in the weeks ahead.

### We're Financially Strong and Here for You.

Our focus on risk mitigation is constant and reflected in the financial advice we give as well as the effort we put into business continuity planning. Over the past 100 years and up through the recent days, we have taken important steps to ensure we remain ready to meet your investment and wealth management needs in this environment.

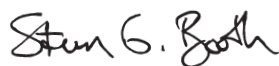
- Being privately held and independent has enabled us to grow and manage our firm conservatively – building a balance of strategically diversified businesses to meet our clients' needs and to help insulate our firm against periods of volatility like what we are now experiencing.
- We are working with industry associations and the trading exchanges to ensure our businesses continue to operate and support both the advisory and transactional needs of our clients in the coming weeks.
- While Baird's offices remain open to serve you, we are strategically enabling select associates to work from home to maintain business continuity and help ensure the health and safety of our associates. All of this is to ensure our Financial Advisors, Investment Bankers, Portfolio Managers, Traders and other support staff remain available and have the resources they need to support you.
- We also maintain insurance for our client accounts that exceeds FDIC maximums, so we can provide the greatest possible protection for your assets.

If you have questions about your personal financial situation – you can reach out directly to your Baird Financial Advisor or Relationship Manager by phone or e-mail.

### We'll Keep You Informed.

This is a difficult time where you may be concerned about your personal health, the safety of your family, and navigating your daily life. We want you to be able to focus on those important things with confidence that your financial interests are in good hands.

Baird is committed to keeping you informed in the coming days and weeks as this situation continues to unfold and develop. In addition to the individual communication you will have with your Baird Financial Advisor or Relationship Manager, you will find additional updates, including timely commentary from our market experts, at [rwbaird.com](http://rwbaird.com). As always we thank you for your continued trust and confidence in Baird.



Steve Booth  
President & Chief Executive Officer