

BairdFacts

September 2020

BAIRD

Founded in 1919, Baird is an international financial services firm with more than \$305 billion in client assets¹. We provide Private Wealth Management, Asset Management, Investment Banking, Capital Markets and Private Equity services to clients through our offices in the United States, Europe and Asia. As employee-owners, we manage for the long term, continuously building capabilities to best serve clients. And we conservatively manage our balance sheet and capital position to maintain financial flexibility in all types of market conditions.

\$305 billion

Assets in Client Accounts

Baird's clients trust us with more than \$305 billion in assets as of June 30, 2020.

100 Best × 17

A Great Place to Work

For 17 years in a row, Baird has been recognized as one of the *Fortune* 100 Best Companies to Work For[®].

No. 13 in 2020, our 12th consecutive year in the top 25.

4,600 employees

Global Perspective

Baird has approximately 4,600 employees and over 200 locations in the United States, Europe and Asia.

No. 1

Overall Quality

In 2020, small-cap and mid-cap institutional fund managers ranked Baird No. 1 overall for quality in sales, corporate access and research.³

History

Founded in 1919, headquartered in Milwaukee, Wisconsin.

Member NYSE

Robert W. Baird & Co. has been a member of the New York Stock Exchange since 1948.

Ownership

Baird is employee-owned, privately held and independent. More than two-thirds of our employees own Baird stock.

Revenues

2019 revenues were \$2.06 billion,² a firm record.

Baird Foundation

Baird Foundation gave \$3.4 million to qualified nonprofits in 2019.

Senior Executive

Steven G. Booth, President & Chief Executive Officer

A Century of Growth & Success

Over the past 100 years, Baird's capabilities have grown with our clients' needs. Our five complementary businesses help diversify and balance revenue through all types of market conditions. Our structure and independence give us the financial strength to make ongoing investments in the professional expertise and distinctive culture that make Baird a trusted partner for individuals, municipalities, corporations and institutions around the world.



Private Wealth Management

Baird Private Wealth Management
Hilliard Lyons Trust

Baird's Wealth Management professionals provide comprehensive wealth management strategies and solutions for high-net-worth individuals and their families across the United States.

- 1,300 Financial Advisors
- More than 100 in-house specialists provide advice for all aspects of wealth management, retirement planning, charitable giving and wealth transfer
- Serves clients coast-to-coast from over 160 locations in 33 states
- Hilliard Lyons Trust, with more than \$10 billion in assets, provides asset management, estate planning, wealth transfer, tax planning and trust services to high-net-worth clients

More than
\$200 billion
in PWM
client assets¹

Asset Management

Baird Advisors
Baird Equity Asset Management

Baird's fixed income and equity portfolio managers offer disciplined investing and outstanding service to institutional investors and individuals through customized portfolios and mutual funds.

- \$97 billion in fixed income investments managed by Baird Advisors¹
- \$6 billion in equity investments managed by our Growth, Value, Core, International, Global and Specialized Asset Management teams in Baird Equity Asset Management¹
- Minority interests in RiverFront Investment Group and Greenhouse Funds LP
- A Best Place to Work in Money Management for seven consecutive years among firms our size according to *Pensions & Investments*

More than
\$100 billion
in assets under
management¹

Fixed Income Capital Markets

Fixed Income Sales & Trading
Public Finance

Baird's Fixed Income Sales & Trading team provides investment ideas and trade execution for U.S. institutional clients. Our Public Finance professionals offer debt underwriting and advisory services to clients in the public, private and nonprofit sectors.

- Approximately 150 institutional sales, trading and analytics professionals
- Approximately 70 Public Finance bankers and analysts
- Ranked as the No. 1 lead managing underwriter in the nation by number of issues, No. 3 for competitive issues by par amount and No. 6 Municipal Advisor by number of issues for the first half of 2020, according to Ipreo MuniAnalytics

No. 1 municipal bond
underwriter
nationwide⁴

Investment Banking/Equity Capital Markets

Advisory & Financing Services
Equity Research, Sales, Trading

Baird's Global Investment Banking group provides M&A, debt advisory and equity financing services to companies, entrepreneurs and private equity and venture capital firms. Our Institutional Equities business provides research, sales and trading expertise to institutional investors around the globe.

- More than 700 companies under research coverage
- Approximately 400 banking professionals serving clients globally
- Advised on nearly 200 financing and advisory transactions in 2019 with a total value of more than \$82 billion
- Arranged more than 20,000 company-investor connections in 2019
- Strategas provides award-winning macro research to institutional investors and corporate executives

No. 1 for knowledge
of industries and
companies in
Greenwich survey³

Private Equity

Global Private Equity (U.S., U.K., Asia)
U.S. Venture Capital

Baird Capital, our private equity business, makes venture capital, growth equity and buyout investments in lower middle-market companies in the Industrial Solutions, Technology & Services and Healthcare sectors.

- Investments made in more than 300 portfolio companies since inception
- Approximately 50 investment, operating and support professionals in the United States, Europe and Asia
- Dedicated global resources to help portfolio companies accelerate growth
- Active portfolio companies have combined annual revenues of \$2.2 billion and more than 11,000 employees

\$3.6 billion
raised and
managed¹

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¹As of June 30, 2020.

²Financial results do not reflect the consolidation of certain private equity partnerships.

³Greenwich Associates' 2020 surveys of North American Equity Investors. Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buy-side trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

⁴Based on number of issues each year since 2009, according to Ipreo MuniAnalytics and Thomson Reuters.

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