Private Wealth Management Overview

Creating the financial future you want – both for yourself and the people you care about – is not a responsibility to be taken lightly. To make that future a reality, it's essential you have the right financial partner:

- One who is knowledgeable, not only about the markets and financial planning, but about what's important to you – your values, your relationships, your hopes for the future
- One who is trusted, who you can count on for smart, forward-looking financial advice
- One who is entirely focused only on you, who understands everything that's at stake for you and takes your business personally

With both a global perspective and an unwavering commitment to your best interests, we've served as a financial partner people across the country have relied on since 1919.

Private Wealth Management How We Can Serve You

FINANCIAL AND ESTATE PLANNING	INVESTMENT MANAGEMENT	RISK AND LIABILITY MANAGEMENT
Retirement and Education Planning	Portfolio Management	Annuities
Tax Strategies	Comprehensive Advisory Solutions	Life and Long-Term Care Insurance
Wealth Transfer	Brokerage Services	Lending Services
Charitable Giving	Alternative Investments	
	Cash Management	

If you have questions or need more information, please contact your Baird Financial Advisor.

What Makes Us Different

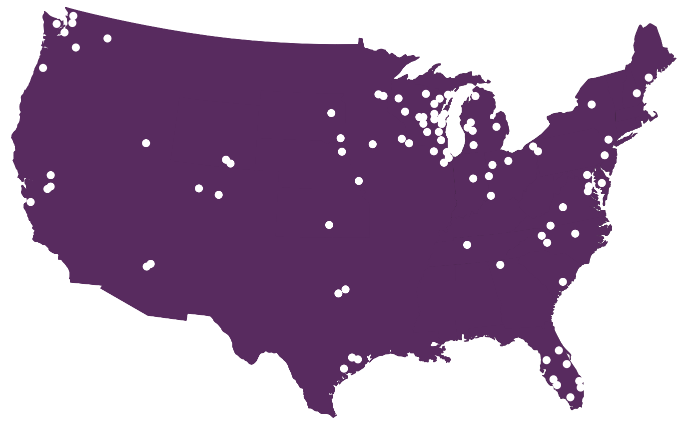
We offer a distinctive experience for high-net-worth clients, highlighted by:

- More than 900 Financial Advisors, with an average of 20 years of financial industry experience
- Real-time insights from our in-house experts in financial, retirement, estate and tax planning as well as our award-winning equity research platform[2]
- Access to unique opportunities originating within Baird's complementary businesses, including timely and often tax-advantaged bond offerings, private equity investments and participation in IPOs advised by our global investment banking business
- A firm culture that emphasizes integrity, teamwork and always keeping our clients' interests first – and because we're employee-owned, you can trust we have a long-term interest in what's best for you

Accessing Our Expertise

Baird's Financial Advisors are located in nearly 100 branch offices across the United States.

Visit rwbaird.com for more information or to find an advisor near you.



Baird Facts

History
Founded in 1919, headquartered in Milwaukee, Wisconsin.

Member NYSE
Baird has been a member of the New York Stock Exchange since 1948.

Ownership
Baird is employee-owned and fully independent.

Revenues
$1.5 billion in 2017, a firm record.[1]

Assets in Client Accounts
Baird had $211 billion in client assets as of June 30, 2018.

Most Trusted Research
In 2018, Baird was recognized for the quality of its global equities platform in Greenwich Associates' surveys of institutional fund managers. The firm ranked No. 1 for combined quality in sales, corporate access and research.

Coverage in Excess of SIPC Limits
In addition to protection through the Securities Investor Protection Corp. (SIPC), Baird offers additional security with coverage in excess of SIPC limits through Lloyd's of London. See rwbaird.com for more details.

Baird does not provide tax or legal advice.

[1]Financial results do not reflect the consolidation of certain private equity partnerships.

[2]Greenwich Associates North American Equity Investors – U.S. Small-/Mid-Cap Funds and U.S. Equities Sales, Corporate Access & Research, May 2018. Surveys conducted with 110 small-cap and mid-cap fund managers and 194 fund managers and 275 traders, respectively. Rankings for qualitative metrics based on leading research firms in surveys.