

BAIRD

# Why Baird?

Five Things Every Client,  
Prospect and Recruit Should Know



## Who is Baird?

Baird is a large and very successful privately-held, employee-owned global investment and wealth management firm.

We provide:

Private Wealth Management, Institutional Asset Management, Private Equity, Investment Banking and Capital Markets services to clients through our offices in the U.S., Europe and Asia.

# What Makes Baird Different?

## 1 Privately-held and employee-owned

This ensures the alignment of interests between our firm, our clients and our associates.

- Approximately two-thirds of Baird's associates own stock, at all levels of seniority within the firm, giving all of us a meaningful shared stake in our clients' success
- Enables us to focus on what really matters and mitigates potential conflict between the interests of outside shareholders and those of our clients and associates
- Allows us to think long term and with our clients' interests first when we reinvest in our expertise, capabilities and technology

## 2 Extraordinary people

Our associates are not only truly talented at what they do but are extraordinary in their character, commitment, passion and purpose.

- We offer world-class investment research, financial advice and execution:

*No. 1 overall important small-/mid-cap research advisory firm<sup>3</sup>*

*No. 1 most active municipal bond underwriter nationwide<sup>4</sup>*

*Barron's Top Wealth Manager list, 2007–2016*

*Multiple Baird Funds rated highly by both Lipper and Morningstar*

- We give back in the communities where we live and work:

*Baird Foundation gave more than \$3.2 million to nonprofit organizations in 2016*

*Individual associates give generously of their own time and talents – from volunteering with local charities to serving on the boards of national organizations*

### 3 **A unique culture built on shared passions, beliefs and core values**

We are universally committed to honesty, integrity, transparency, teamwork and keeping clients' interests first – always.

- We've been one of the Fortune 100 Best Companies to Work For® since 2004 and were ranked No. 4 overall in 2017
- Baird Asset Management has ranked among Pensions & Investments' Best Places to Work since 2012
- We scored 95% in the Human Rights Campaign Foundation's 2017 Corporate Equality Index, a nationwide report card and benchmarking survey on lesbian, gay, bisexual and transgender (LGBT) equality in corporate America

### 4 **Immense trust from clients and associates**

Since 1919, our clients have entrusted us with their financial well-being and future, and the people who come to work here often stay for their entire careers.

- Baird manages and oversees more than \$188 billion in client assets<sup>1</sup>
- Baird Capital has raised and managed \$3.4 billion
- Baird Asset Management has more than \$58 billion in assets under management
- Across our businesses, Baird has one of the lowest associate turnover rates in the industry

## 5 Business balance and financial strength

Our five complimentary lines of business serve diverse client needs while providing uncommon stability in an often cyclical industry.

- Global Capabilities:

*More than 100 offices and more than 3,400 associates on three continents form a global network of experts offering firsthand perspective in key markets*

*Over the past decade, Baird has done business with companies and institutions in 33 countries*

- The Strength of Baird:

*\$1.4 billion in diversified revenues provide financial stability for our clients and allow us to consistently reinvest in our capabilities to serve them best*

*We've weathered major financial downturns with minimal reductions in staff and been able to recruit top talent during some of the most difficult environments in market history*

Looking for more information?

Download the latest edition of Baird Facts at  
[rwbaird.com/who-we-are/](http://rwbaird.com/who-we-are/)

<sup>1</sup> As of June 30, 2017.

<sup>2</sup> Financial results as of December 31, 2016, do not reflect the consolidation of certain private equity partnerships.

<sup>3</sup> 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.

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

*Investors should consider the investment objectives, risks, charges and expenses of each fund carefully before investing. This and other information is found in the prospectus and summary prospectus. For a prospectus or summary prospectus, contact Baird Funds directly at 866-444-9012 or contact your Baird Financial Advisor. Please read the prospectus or summary prospectus carefully before investing.*