Why Baird?
Five Things Every Client, Prospect and Recruit Should Know
Who Is Baird?

Baird is a privately held, employee-owned international financial services firm, founded in 1919.

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.
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

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

  No. 1 municipal bond underwriter nationwide

  Baird Financial Advisors recognized by Barron’s, Forbes, the Financial Times and On Wall Street

  Baird Funds was named one of the top fund families by Morningstar

1

2

3
• We give back in the communities where we live and work:

*Baird Foundation gave $3.4 million to nonprofit organizations in 2019*

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

### 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. 13 overall in 2020

• Baird Asset Management has ranked among *Pensions & Investments’* Best Places to Work since 2012

• We scored 100% in the Human Rights Campaign Foundation’s 2020 Corporate Equality Index, a nationwide report card and benchmarking survey on lesbian, gay, bisexual and transgender (LGBT) equality in corporate America

### 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 $215 billion in client assets
• Baird Capital has raised and managed $3.5 billion
• Baird Asset Management has more than $93 billion in assets under management
• Across our businesses, Baird has one of the lowest associate turnover rates in the industry

Business balance and financial strength

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

• Global Capabilities:

  More than 200 offices and more than 4,600 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 more than 50 countries

• The Strength of Baird:

  $2.0 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
1 Greenwich Associates’ 2020 surveys of North American Equity Investors. Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buyside trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

2 Based on number of issues from 2009-2019, according to Ipreo MuniAnalytics.


4 As of December 31, 2019.

5 Financial results as of December 31, 2019, do not reflect the consolidation of certain private equity partnerships.

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 866-442-2473 or contact your Baird Financial Advisor. Please read the prospectus or summary prospectus carefully before investing.