

# The Strength of Baird

Baird is strong, profitable and expanding our reach and our capabilities to best meet clients' needs. In stark contrast, many other financial services firms are facing very significant challenges, including management turnover, mass layoffs, office closings, steep losses and urgent efforts to raise capital. In some cases, their own investment decisions contributed to these difficulties.

Baird has remained strong because we put our clients' interests first and take the long view, both in terms of our clients' success and in how we run our business.

- Total capital of more than \$600 million<sup>1</sup>, well in excess of regulatory requirements
- Highly liquid assets
- Consistently profitable in strong and weak markets
- Four straight years of record performance, and increased revenues in the first half of 2008
- Five complementary businesses that help balance overall firm results
- More than \$73 billion in client assets that we manage and oversee, as of June 30, 2008
- Broadest available excess Securities Investor Protection Corporation (SIPC) protection
- Independent and associate-owned
- One of the FORTUNE 100 Best Companies to Work For<sup>®</sup> five years in a row
- Ranked No. 1 for "most trusted" research for five consecutive years in the Greenwich Associates survey of small-cap and mid-cap fund managers<sup>2</sup>
- Steadfast client focus with a conservative view
- Senior executives who average 17 years at Baird

*"I've never been more confident about Baird's strength relative to our competitors.*

*This is a great time to be with a conservative firm owned by its committed associates."*

– Paul Purcell, Baird Chairman, President & CEO

As an independent firm owned by our associates, we have a huge stake in making sure we do things right. We also have the strength and the flexibility to take a longer-term, strategic approach to the way we continue to grow our capabilities to best suit clients' needs.

We're attracting new talent, opening new offices, offering new services and leveraging the latest technology and training – all to enhance the value we offer you.

At the same time, our global reach and capabilities are complemented by unwavering integrity, a strong work ethic and an emphasis on long-term partnerships that, together, have always been the cornerstone of our culture and business. We believe in "Great outcomes. Done well." – an approach that has kept us strong for nearly 90 years.

<sup>1</sup>Total capital for Robert W. Baird & Co. includes shareholders' equity and subordinated debt. Data as of June 30, 2008.

<sup>2</sup>Greenwich Associates U.S. Equity Investors – Small/Mid-Cap Funds annual surveys. April 2008 survey conducted with 80 U.S. small-cap and mid-cap fund managers. Rankings based on top 10 research firms in survey.