

BairdFacts

April 2019

Founded in 1919, Baird is an international financial services firm with \$208 billion in client assets. 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. On April 1, 2019, Hilliard Lyons and Hilliard Lyons Trust Company became wholly owned subsidiaries of Baird, enhancing client services and adding more than \$50 billion to Baird's client assets.

BAIRD

100
YEARS

\$208 billion

Assets in Client Accounts

Baird's clients trust us with \$208 billion in assets as of December 31, 2018.

100 Best × 16

A Great Place to Work

For 16 consecutive years, Baird has been recognized as one of *Fortune's* 100 Best Companies to Work For®.

No. 16 in 2019, our 11th straight year in the top 25.

3,650 employees

Global Perspective

Baird has approximately 3,650 employees and over 100 locations in the United States, Europe and Asia.

No. 1

Overall Quality

In 2018, small-cap and mid-cap institutional fund managers ranked Baird No. 1 overall for combined quality in sales, corporate access and research.¹

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. Approximately two-thirds of our employees own Baird stock.

Revenues

2018 revenues were \$1.8 billion,² a firm record.

Baird Foundation

Baird Foundation gave \$4.1 million to qualified nonprofits in 2018.

Senior Executives

Steven G. Booth, President & Chief Executive Officer
Paul E. Purcell, Chairman

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

- More than 930 Financial Advisors
- More than 85 in-house specialists provide advice for all aspects of wealth management, retirement planning, charitable giving and wealth transfer
- Serves clients coast-to-coast from 100 locations in 31 states
- *Barron's* Top Wealth Management Firms list, 2007–2018

\$137 billion in PWM client assets³

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.

- \$66.9 billion in fixed income investments managed by Baird Advisors³
- \$4.3 billion in equity investments managed by our Growth, Value, Core, International, Global and Specialized Asset Management teams in Baird Equity Asset Management³
- Minority interests in RiverFront Investment Group and Greenhouse Funds LP
- A Best Place to Work in Money Management among firms our size according to *Pensions & Investments*, 2018

\$71 billion in assets under management

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 60 Public Finance bankers and analysts
- Ranked No. 1 lead managing underwriter for competitive issues by number of issues and No. 5 based on par amount for competitive issues through 2018, 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.

- Approximately 700 companies under research coverage
- More than 350 banking professionals serving clients globally
- Advised on more than 200 financing and advisory transactions in 2018 with a total value of more than \$55 billion
- Arranged more than 20,000 company-investor connections in 2018
- Strategas Research Partners provides award-winning macro research to institutional investors and corporate executives

No. 1 for knowledge of industries and companies in Greenwich survey¹

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
- Fifty-five 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 \$2.4 billion and more than 16,000 employees

\$3.5 billion raised and managed

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¹Greenwich Associates North American Equity Investors – U.S. Small-/Mid-Cap Funds and U.S. Equities Sales, Corporate Access & Research, May 2018. Survey 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 survey.

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

³Assets as of December 31, 2018.

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

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