

# BairdFacts

September 2021

BAIRD

Founded in 1919, Baird is an international financial services firm with more than \$385 billion in client assets<sup>1</sup>. We provide Private Wealth Management, Trust, 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.

Much has changed since our founding, but we know our business is still fundamentally about trust, partnership and building better futures for our clients and in the communities we share. What we call The Baird Way represents the responsibility that comes with this understanding. It is the foundation of core beliefs we share, the promise we make to each other and our inspiration to provide the best advice and service for our clients while being the best place to work for our associates.

\$385 billion

## Assets in Client Accounts

Baird's clients trust us with more than \$385 billion in assets as of June 30, 2021.

100 Best × 18

## A Great Place to Work

For 18 years in a row, Baird has been recognized as one of the *Fortune* 100 Best Companies to Work For<sup>®</sup>. In 2021, Baird achieved a perfect 100% on the Human Rights Campaign Foundation's Corporate Equality Index for the fifth consecutive year.

4,600 employees

## Global Perspective

Baird has approximately 4,600 employees and over 200 locations in the United States, Europe and Asia.

No. 1

## Commitment to Excellence

In 2021, Baird ranked No. 1 for overall quality in sales, corporate access and research.<sup>3</sup> Since 2009, Baird has ranked as the No. 1 municipal bond underwriter nationwide.<sup>4</sup>

### 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. More than two-thirds of our employees own Baird stock.

### Revenues

2020 revenues were \$2.33 billion,<sup>2</sup> a firm record.

### Baird Foundation

Baird Foundation gave \$5.2 million to qualified nonprofits in 2020.

### Senior Executive

Steven G. Booth, Chairman, President & Chief Executive Officer

Discover the  
*Baird Difference*

# A Century of Growth & Success

For more than 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 Private Wealth Management  
Baird Trust

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

- 1,300 Financial Advisors
- More than 100 in-house specialists provide advice for all aspects of wealth management, retirement planning, charitable giving and wealth transfer
- Serves clients coast-to-coast from over 160 locations in 33 states
- Baird Trust, with more than \$15 billion in assets, provides asset management, estate settlement, wealth transfer, tax planning and trust services to high-net-worth clients

More than  
**\$255** billion  
in PWM  
client assets<sup>1</sup>

## 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.

- More than \$123 billion in fixed income investments managed by Baird Advisors<sup>1</sup>
- \$8 billion in equity investments managed by our Growth, Value, Core, International, Global and Specialized Asset Management teams in Baird Equity Asset Management<sup>1</sup>
- Minority interests in RiverFront Investment Group and Greenhouse Funds LP
- A Best Place to Work in Money Management for nine consecutive years among firms our size according to *Pensions & Investments*

More than  
**\$130** billion  
in assets under  
management<sup>1</sup>

## 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 140 institutional sales, trading and analytics professionals
- Approximately 70 Public Finance bankers and analysts
- Ranked as the No. 1 lead managing underwriter in the nation by number of issues, No. 4 for competitive issues by par amount and No. 6 Municipal Advisor by number of issues in the first half of 2021, according to Ipreo MuniAnalytics

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

## 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 400 banking professionals serving clients globally
- Advised on nearly 200 financing and advisory transactions in 2020 with a total value of more than \$70 billion
- More than 740 companies under research coverage
- Arranged more than 30,000 company-investor connections in 2020
- Strategas provides award-winning macro research to institutional investors and corporate executives

**No. 1** for knowledge of industries and companies in Greenwich survey<sup>3</sup>

## 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 325 portfolio companies since inception
- Over 40 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 \$1.2 billion and more than 9,300 employees

**\$3.9** billion raised and managed<sup>1</sup>

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<sup>1</sup>As of June 30, 2021.

<sup>2</sup>Financial results do not reflect the consolidation of certain private equity partnerships.

<sup>3</sup>Greenwich Associates' 2021 surveys of North American Equity Investors. Surveys conducted with 95 small-cap and mid-cap fund managers, 138 generalist portfolio managers and 236 traders. Rankings for qualitative metrics based on leading research firms in surveys.

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

To learn more, call 800-79-BAIRD in the United States or +44 (0)20 7488 1212 in Europe, or visit us online at [rwbaird.com](http://rwbaird.com). Trust services are provided by Baird Trust Company.

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