

BairdFacts

April 2017

Baird is an employee-owned, international financial services firm with \$171 billion in client assets. We provide wealth management, capital markets, asset management and private equity services through offices and operating affiliates 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.

\$171 billion

Assets in Client Accounts

Baird had \$171 billion in client assets as of December 31, 2016.

100 Best × 14

A Great Place to Work

For 14 consecutive years, Baird has been recognized as one of *Fortune's* 100 Best Companies to Work For®.

No. 4 in 2017, our fourth consecutive year in the top 10 and ninth straight year in the top 25.

No. 1

Research Importance

In 2016, small-cap and mid-cap institutional fund managers ranked Baird No. 1 overall for research importance.¹

3,400 employees

Global Reach

Baird has more than 3,400 employees and over 100 locations in the United States, Europe and Asia.

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

2016 revenues were \$1.4 billion,² a firm record.

Baird Foundation

Baird Foundation gave \$3.2 million to qualified nonprofits in 2016.

Senior Executives

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

Structured for Success

Baird's 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 across the United States, Europe and Asia.

Private Wealth Management

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

- Approximately 880 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 88 locations in 29 states
- *Barron's* Top Wealth Management Firms list, 2007–2016

\$117 billion
in PWM
client assets³

Robert W. Baird & Co. Incorporated.
Please visit our website at rwbaird.com
for important information and disclosures.

"Baird" is the marketing name for Robert W. Baird & Co. Incorporated and its subsidiaries and affiliates worldwide.

Equity Capital Markets

**Institutional Equities & Research –
Global Investment Banking**

Baird's Institutional Equities & Research team provides research, sales and trading expertise to institutional investors around the globe. Our Global Investment Banking group provides M&A, debt advisory, and equity and debt financing services to middle-market companies.

- More than 700 companies under research coverage
- Approximately 270 banking professionals serving clients globally
- Advised on approximately 175 financing and advisory transactions in 2016 with a total value of more than \$40 billion
- Arranged more than 21,000 company-investor connections in 2016 via company visits, one-on-one meetings and management trips to institutional clients

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

Robert W. Baird Limited (RWBL) and Baird Capital Partners Europe Limited (BCPE) are authorized and regulated in the U.K. by the Financial Conduct Authority (registered numbers are 124308 and 150154, respectively).

RWBL and BCPE have approved this information for distribution in the U.K. and Europe.

Baird Capital

**U.S. Private Equity – Venture Capital –
U.K. Private Equity – China Growth Equity**

Baird Capital 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 300 portfolio companies since inception
- 56 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 revenues of \$1.8 billion and more than 11,500 employees

\$3.3 billion
raised and
managed

¹Greenwich Associates U.S. Equity Investors – Small-/Mid-Cap Funds, April 2016. Survey conducted with 96 small-cap and mid-cap fund managers. Rankings for qualitative metrics are based on leading research firms in survey.

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

Fixed Income Capital Markets

**Fixed Income Sales and Trading –
Public Finance**

Baird's Fixed Income Sales and 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.

- More than 160 institutional sales, trading and analytics professionals
- Approximately 60 Public Finance bankers and analysts
- Ranked No. 1 nationally among senior municipal underwriters for competitive issues of \$100 million or less, and ranked No. 5 for all competitive issues, based on par value, in 2016, according to Ipreo MuniAnalytics

No. 1 municipal bond
underwriter
nationwide⁴

³Assets as of December 31, 2016.

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

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.

- \$47.5 billion in fixed income investments managed by Baird Advisors³
- \$3.5 billion in equity investments managed by our Growth, Value, Core, International 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 for five consecutive years according to *Pensions & Investments*, 2016

\$51 billion
in assets under
management

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.

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