

# BairdFacts

September 2019

Founded in 1919, Baird is an international financial services firm with more than \$285 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 approximately \$50 billion to Baird's client assets.

BAIRD

100  
YEARS

\$285 billion

## Assets in Client Accounts

Baird's clients trust us with more than \$285 billion in assets as of June 30, 2019.

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 11<sup>th</sup> straight year in the top 25.

4,500 employees

## Global Perspective

Baird has approximately 4,500 employees and over 100 locations in the United States, Europe and Asia.

No. 1

## Overall Quality

In 2019, small-cap and mid-cap institutional fund managers ranked Baird No. 1 overall for combined quality in sales, corporate access and research.<sup>1</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

2018 revenues were \$1.8 billion,<sup>2</sup> 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 1,300 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 over 160 locations in 33 states
- *Barron's* Top Wealth Management Firms list, 2007–2018
- Hilliard Lyons Trust Company, with more than \$10 billion in assets, provides asset management, estate planning, wealth transfer tax planning and trust services to high-net-worth clients.

More than  
**\$200** billion  
in PWM  
client assets<sup>3</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.

- \$80 billion in fixed income investments managed by Baird Advisors<sup>4</sup>
- \$6 billion in equity investments managed by our Growth, Value, Core, International, Global and Specialized Asset Management teams in Baird Equity Asset Management<sup>4</sup>
- Minority interests in RiverFront Investment Group and Greenhouse Funds LP
- A Best Place to Work in Money Management for seven consecutive years among firms our size according to *Pensions & Investments*

More than  
**\$85** 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 as the No. 1 lead managing underwriter in the nation by number of issues, No. 8 by par amount, No. 5 for competitive issues by par amount and No. 5 Municipal Advisor by number of issues through the first half of 2019, according to Ipreo MuniAnalytics

No. **1** municipal bond underwriter nationwide<sup>5</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 700 companies under research coverage
- More than 400 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 provides award-winning macro research to institutional investors and corporate executives

No. **1** for knowledge of industries and companies in Greenwich survey<sup>1</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 300 portfolio companies since inception
- More than 50 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



Robert W. Baird & Co. Incorporated. Please visit our website at [rwbaird.com](http://rwbaird.com) for important information and disclosures. "Baird" is the marketing name for Robert W. Baird & Co. Incorporated and several of its subsidiaries and affiliates worldwide. 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.

<sup>1</sup>Greenwich Associates North American Equity Investors – U.S. Small-/Mid-Cap Funds and U.S. Equities Sales, Corporate Access & Research, May 2019. Survey conducted with 100 small-cap and mid-cap fund managers and 169 fund managers and 269 traders, respectively. Rankings for qualitative metrics based on leading research firms in survey.

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

<sup>3</sup>Assets as of June 30, 2019 and include Hilliard Lyons and Hilliard Lyons Trust Company.

<sup>4</sup>Assets as of June 30, 2019

<sup>5</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). J.J.B. Hilliard, W.L. Lyons, LLC, A Baird Company. Member SIPC and NYSE. Trust services through Hilliard Lyons Trust Company, LLC, A Baird Company. ©2019 Robert W. Baird & Co. Incorporated. Member SIPC. First use: 9/2019. MC-357954. #1200.31