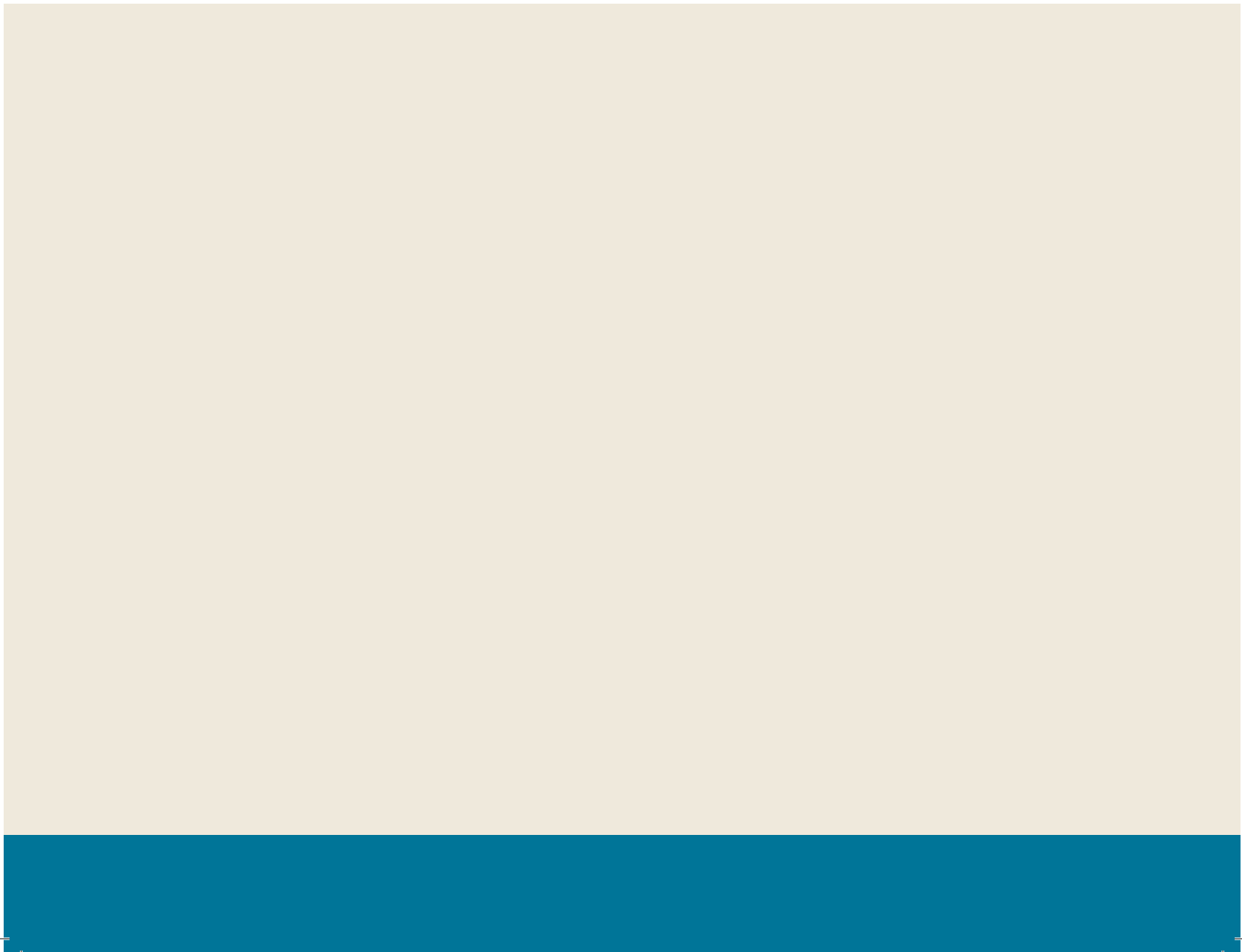




Baird Cash Management Debit Card Award Program Rules



Baird Cash Management Debit Card Program Rules provide detailed information about how the Baird Cash Management Debit Card Program ("Program") works. This Program is offered through BNY Mellon Investment Servicing Trust Company (BNY) in conjunction with Baird's Cash Management Program ("Cash Management"), in which you must be enrolled. The Program is a promotional incentive program offered via BNY Mellon Investment Servicing Trust Company ("we," and "us") to residents of the United States who are customers of brokerage firms or other financial industry firms to which we provide card processing services. If you have any questions about our Program, please call 888-792-7526, option 0.

Eligibility

The Program is offered to individuals who are U.S. Baird account holders. Corporations, partnerships and similar accounts, and individuals maintaining an Individual Retirement Account (IRA) or other retirement account are ineligible to participate. Debit cards ("Cards") issued by BNY directly or via our service providers that are in good standing may be eligible to participate in the Program. We reserve the right to determine in our sole discretion whether a particular Card or cardholder is eligible to participate in the Program.

Participation

Under the Program, points are earned every time a "Qualifying Purchase" is made (defined below) with your debit card ("Card") that has been enrolled in the Program. Points can be redeemed to obtain cash credits ("Awards") in your Baird Cash Management Debit Card Award Program Account ("Program Account"). By participating in the Program, you agree to the Program Rules. In addition to these Program Rules, your Card agreement (the "Card Agreement") with us relating to your use of your Card also shall continue to govern your use of your Card and the Program. In the event of a conflict between the Card Agreement and these Program Rules, the Card Agreement will govern, except these terms and conditions shall govern in any matter relating to the Program.

Point Accumulation

Each Card will be treated as one Program Account.

Earning Points

Upon debit card activation, you will start earning points for qualifying purchases made with your enrolled Card based on the actual purchase amount, including tax.

A "Qualifying Purchase" is any signature-based purchase, non-ATM PIN-based transaction, Internet purchase, phone or mail order purchase, or automatic bill payment made with an enrolled Card. Payments of cash advances, ATM transactions, fees charged by us or your financial institution (for example, service charges, if any apply), payments made for pre-paid and reloadable cards such as certain gift cards, and similar cards, or payments made for payment instruments that can readily be converted to cash (for example, travelers cheques, money orders, wire transfers, and similar products or services) are not Qualifying Purchases. We reserve the right to determine in our sole discretion whether a particular Card transaction is a Qualifying Purchase.

Cash Management Standard and Cash Management Select will earn one point per \$1.00 and Cash Management Premier will earn two points per \$1.00 of Qualifying Purchase. Purchase amounts, including tax, will be rounded up to the nearest whole dollar amount to determine the number of points to be posted to your Program Account.

Any returns, credits, or chargebacks earn “negative” points and any “negative” points will reduce the total points posted to the Program Account. If at any time an enrolled Card account is not in good standing, Qualifying Purchases you make will not accrue any points. Occasionally, we may authorize an adjustment to your Program Account point balance. Points cannot be purchased or sold. You may transfer points from one Program Account to another Program Account by calling your Financial Advisor or calling 888-792-7526, option 0.

Points cannot be earned retroactively to redeem an award. Points also cannot be used in conjunction with other award programs. Points acquired expire four years from the end of the calendar month in which they were first earned. Points will be redeemed or expire on a first-in, first-out basis. Changes to the above may be made at any time at the sole discretion of Robert W. Baird & Co. Incorporated (“Baird”).

Point Accumulation

Points are subject to a calendar year annual accumulation limit, which varies by Cash Management service level.

Regardless of the number of Qualifying Purchases you make, you will not accrue any additional points once the annual point accumulation level has been reached.

- Cash Management Standard: up to 100,000 points per calendar year
- Cash Management Select: up to 100,000 points per calendar year
- Cash Management Premier: up to 250,000 points per calendar year

How Are Points Recorded?

Award points are updated on a monthly basis and will be included on your monthly Baird statement. Points are considered earned when they are posted to the Program. No advances will be given toward points earned.

Point Activity/Redemption/Expiration/Forfeiture

Call 888-792-7526, Option 1 Available 24/7.

The following apply to all point redemptions:

- Points cannot be used as payment for any obligations owed to Baird, its affiliates, or any other person or entity.
- Redemptions are subject to point availability and other requirements contained in these Program Rules.
- Award points are automatically terminated upon death of the Card holder.

You can obtain your Program Account point balance and points earning and redemption activity by calling 888-792-7526, option 1. It may take one to two (1-2) weeks for some of your Qualifying Purchases to post to your Program Account. Some Qualifying Purchases may take longer to be posted.

Once a redemption order is placed, your Program Account will be reduced by the number of points used to acquire the Award. Once the Award is credited to your underlying account, you may not cancel the redemption. Your positive point balance will be forfeited if your registered Card account is closed by you or by us, or if your Program Account is terminated by you or by us (we will determine in our sole discretion what is a closed account or a terminated Program Account for this purpose). You may not be provided with notice of expiration or forfeiture of points.

You are not entitled to compensation from us or from any other entity when your points expire or if they are forfeited for any reason.

We are not liable for any points that expire prior to your redemption of them. An expired point will no longer be available for redemption. You are responsible for compliance with all laws related to any Award, including the payment and collection of any federal, state, or local taxes. Awards generally will be debited to your underlying Program Account within 1-2 weeks of placing your Awards redemption order. Awards cannot be returned, refunded, or exchanged for points.

Communications with Program Participants

We may communicate with you regarding any matter related to the Program. You may update your contact information by calling your Baird Financial Advisor.

Lost, Stolen or Damaged Cards

You will not lose the points in your Program Account if your enrolled Card is lost, stolen or damaged and we provide a replacement card, even if such replacement Card has a different card number. To report your Card lost or stolen, call, 800-382-4369.

Changes to the Program

We may modify, restrict or change the Program at any time, and changes may include, but are not limited to, changing the number of points you earn for a particular type of activity or the number of points you need to reach a particular Award, or omitting or adding Award levels or categories, or imposing, increasing or eliminating points caps or Program fees, or changing the conditions under which points expire or are forfeited. We will notify you of material changes to the Program terms and conditions and, unless you decide to terminate your Program participation, you will be bound by the revised terms and conditions. We also reserve the right to suspend or terminate the Program, or your participation in the Program, at any time without compensation to you.

Customer Service

If you have a question regarding whether you earned points from a particular Qualifying Purchase, whether an Award was properly redeemed or the status of your redemption order, or any other question regarding the Program, you can reach us by telephone at 888-792-7526, option 1 or by U.S. Mail at:

BNY Mellon
Financial Services Accounts
301 Bellevue Parkway, 3rd Floor
Wilmington, DE 19809

If you contact us regarding an error or mistake with respect to your Program Account, we will use reasonable efforts to investigate and correct the error or mistake, subject to the limitations set forth in these Program Rules. In any event, you must notify us within sixty (60) days of the posting date or the date of the alleged error or mistake in order for us to undertake an investigation of the matter. We may require you to provide written confirmation of the alleged error or mistake. If we do not receive the requested written confirmation at the address and within the time frame requested by us, we may in our sole discretion determine not to correct the alleged error or mistake. If we complete our investigation of the alleged error or mistake and notify you of our determination, we have no further responsibilities should you later reassert the same alleged error or mistake. All questions or disputes regarding the Program, including eligibility, earning points, or redemption of points for Awards, will be resolved by us in our sole discretion.

Disclaimers and Limitations

We are not responsible for any disputes between or involving joint or linked cardholders or authorized users relating to points, or redemption for Awards.

You hereby release and hold us and all parties associated with the Program harmless from any claim, liability or damage relating to the Program or your use of the Awards. Any Award offered under this Program is void where prohibited by law. Notwithstanding anything in these Program Rules to the contrary, we and any of our service providers shall have no liability to you in connection with the Program. Any required arbitration or other dispute resolution process provided for in your Card Agreement shall apply to your participation in the Program.

We do not have any obligations or responsibilities with respect to your use of your brokerage account. Your brokerage account is governed exclusively by your agreements between you and your brokerage firm. In no event will we or our affiliates, contractors, or our respective employees be liable for any damages or losses arising out of or in connection with your brokerage account, including, without limitation, indirect, incidental, special, consequential or punitive damages, whether under a contract, tort or any other theory of liability, even if we are aware of the possibility of such damages or losses.

