

BAIRD

# Why Baird?

Five Things Every Client,  
Prospect and Recruit Should Know



## Who Is Baird?

Baird is a privately held, employee-owned international financial services firm, founded in 1919.

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.

# What Makes Baird Different?

## 1 Privately held and employee-owned

This ensures the alignment of interests between our firm, our clients and our associates.

- Approximately two-thirds of Baird's associates own stock, at all levels of seniority within the firm, giving all of us a meaningful shared stake in our clients' success
- Enables us to focus on what really matters and mitigates potential conflict between the interests of outside shareholders and those of our clients and associates
- Allows us to think long-term and with our clients' interests first when we reinvest in our expertise, capabilities and technology

## 2 Extraordinary people

Our associates are not only truly talented at what they do but are extraordinary in their character, commitment, passion and purpose.

- We offer world-class investment research, financial advice and execution:

*No. 1 overall important small-/mid-cap research advisory firm<sup>1</sup>*

*No. 1 municipal bond underwriter nationwide<sup>2</sup>*

*Baird Financial Advisors recognized by Barron's, Forbes, the Financial Times and On Wall Street*

*Baird Funds was named one of the top fund families by Morningstar<sup>3</sup>*

- We give back in the communities where we live and work:

*Baird Foundation gave \$3.4 million to nonprofit organizations in 2019*

*Individual associates give generously of their own time and talents – from volunteering with local charities to serving on the boards of national organizations*

### 3 **A unique culture built on shared passions, beliefs and core values**

We are universally committed to honesty, integrity, transparency, teamwork and keeping clients' interests first – always.

- We've been one of the *Fortune* 100 Best Companies to Work For® since 2004 and were ranked No. 13 overall in 2020
- Baird Asset Management has ranked among *Pensions & Investments'* Best Places to Work since 2012
- We scored 100% in the Human Rights Campaign Foundation's 2020 Corporate Equality Index, a nationwide report card and benchmarking survey on lesbian, gay, bisexual and transgender (LGBT) equality in corporate America

### 4 **Immense trust from clients and associates**

Since 1919, our clients have entrusted us with their financial well-being and future, and the people who come to work here often stay for their entire careers.

- Baird manages and oversees more than \$215 billion in client assets<sup>4</sup>
- Baird Capital has raised and managed \$3.5 billion
- Baird Asset Management has more than \$93 billion in assets under management
- Across our businesses, Baird has one of the lowest associate turnover rates in the industry

## 5 Business balance and financial strength

Our five complementary lines of business serve diverse client needs while providing uncommon stability in an often cyclical industry.

- Global Capabilities:

*More than 200 offices and more than 4,600 associates on three continents form a global network of experts offering firsthand perspective in key markets*

*Over the past decade, Baird has done business with companies and institutions in more than 50 countries*

- The Strength of Baird:

*\$2.0 billion in diversified revenues provide financial stability for our clients and allow us to consistently reinvest in our capabilities to serve them best<sup>5</sup>*

*We've weathered major financial downturns with minimal reductions in staff and been able to recruit top talent during some of the most difficult environments in market history*

Looking for more information?

[rwbaird.com](http://rwbaird.com)



<sup>1</sup> Greenwich Associates' 2020 surveys of North American Equity Investors. Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buy-side trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

<sup>2</sup> Based on number of issues from 2009-2019, according to Ipreo MuniAnalytics.

<sup>3</sup> "Fund Family 150" by Michael Laske, published June 30, 2019. ©2019 Morningstar Research Services LLC. All Rights Reserved. Based on a rank of asset-weighted fund scores for the 150 largest U.S. fund families compared in the report.

<sup>4</sup> As of December 31, 2019.

<sup>5</sup> Financial results as of December 31, 2019, do not reflect the consolidation of certain private equity partnerships.

*Investors should consider the investment objectives, risks, charges and expenses of each fund carefully before investing. This and other information is found in the prospectus and summary prospectus. For a prospectus or summary prospectus, contact Baird Funds directly at 866-442-2473 or contact your Baird Financial Advisor. Please read the prospectus or summary prospectus carefully before investing.*