

# BairdFacts

September 2024

BAIRD

Founded in 1919, Baird is an international financial services firm with more than \$455 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.

\$455 billion

## Assets in Client Accounts

Baird's clients trust us with more than \$455 billion in assets as of June 30, 2024.

100<sup>Best</sup> × 21

## A Great Place to Work

For 21 years in a row, Baird has been recognized as one of the *Fortune* 100 Best Companies to Work For.<sup>®</sup> In 2023, Baird achieved a perfect 100% on the Human Rights Campaign Foundation's Corporate Equality Index for the seventh consecutive year.

5,200 employees

## Global Perspective

Baird has more than 5,200 employees and over 200 locations in the United States, Europe and Asia.

No. 1

## Commitment to Excellence

In 2023, Baird ranked No. 1 for Best Trading for Small-/Mid-Cap Equities.<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, independent and privately held with approximately 85% of employees owning Baird stock.

### Revenues

2023 revenues were \$2.9 billion<sup>2</sup>

### Baird Foundation

Baird Foundation gave \$5.7 million to qualified nonprofits in 2023

### Senior Executive

Steven G. Booth, Chairman & 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 tailored solutions to address the unique needs of high-net-worth individuals and their families.

- Nearly 1,400 Financial Advisors averaging 20 years of industry experience and serving clients coast-to-coast
- More than 170 specialized experts providing advice on all aspects of wealth management – complex portfolio strategies, financial, tax and estate planning, liquidity, insurance solutions, charitable giving, technology, and more
- Access to exclusive, industry leading macro and investment research for cutting-edge information that helps inform client portfolios and financial decisions
- Baird Trust, with over \$20 billion in client assets, provides asset management, trustee services, charitable solutions, and estate settlement services to high-net-worth and institutional clients

More than  
**\$310** 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.

- \$142 billion in fixed income investments managed by Baird Advisors<sup>1</sup>
- \$11 billion in equity investments managed by our U.S. and International and Global Growth teams and our Specialized Asset Management team in Baird Equity Asset Management<sup>1</sup>
- Minority interests in RiverFront Investment Group and Greenhouse Funds LLLP
- A Best Places to Work in Money Management for 12 consecutive years among firms our size according to *Pensions & Investments*

More than  
**\$150** 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 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
- More than 75 Public Finance bankers and analysts
- Ranked as the No. 1 lead managing underwriter and No. 5 municipal advisor nationally<sup>4</sup>

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, capital advisory and restructuring 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.

- More than 500 associates serving investment banking clients globally
- Completed more than 140 financing and advisory transactions in 2023 with a total value of \$55 billion
- 725 companies under research coverage
- Arranged more than 20,000 investor/company connections in 2023
- Strategas, a Baird Company provides award-winning macro research to institutional investors and corporate executives

No. **1** for Small-/Mid-Cap  
Equities Trading  
in Coalition  
Greenwich survey<sup>3</sup>

## Private Equity

Global Private Equity Venture Capital

Baird Capital makes venture capital, growth equity and private equity investments in B2B technology & services-focused companies around the world.

- More than 35 investment, operating and support professionals across the global footprint
- Over three decades of investment experience
- Portfolio companies have combined annual revenues of \$2 billion and more than 15,000 employees

**\$1.3** billion  
in active assets  
under management<sup>1</sup>

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<sup>1</sup>As of June 30, 2024.

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

<sup>3</sup>Coalition Greenwich's 2023 surveys of North American Equity Investors. Surveys conducted with 95 small-cap and mid-cap fund managers and 235 traders. Rankings for qualitative metrics based on leading research firms in surveys.

<sup>4</sup>Based on number of issues collectively since 2009, according to Ipreo MuniAnalytics.

To learn more, call 800-79-BAIRD in the United States or +44 207 488 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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