BairdFacts

September 2026

Founded in 1919, Baird is an international financial services firm with more than $595 billion in client assets.[1] As one of the largest privately held financial services firms headquartered in the U.S., we provide Private Wealth Management, Trust, Asset Management, Investment Banking, Capital Markets and Private Equity services to clients around the world through our more than 200 offices. As employee-owners, we manage for the long term, with more than 40 years of consecutive growth and profitability, enabling us to continuously build the teams and capabilities to best serve clients.

We conservatively manage our balance sheet and capital position to maintain financial flexibility in all types of market conditions. Our business is 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 our core beliefs, the promise we make to each other and our inspiration to provide the best advice and service for clients and be the best place to work for associates.

$595 billion

Assets in Client Accounts

Baird's clients trust us with more than $595 billion in assets as of June 30, 2026.

5,400 employees

Global Perspective

Baird has more than 5,400 employees and over 200 locations in the United States and Europe.

100 Best x 23

A Great Place to Work

For 23 years in a row, Baird has been recognized as one of the *Fortune* 100 Best Companies to Work For®.

Morningstar Gold

Family of Funds

The Baird Funds offer proven track records and have received a Gold Morningstar Medalist Rating™.

Analyst Driven: 100%
Data Driven: 100%

Aggregate Bond Fund (4/25/2026)
Core Intermediate Municipal Bond Fund (4/27/2026)
Core Plus Bond Fund (4/27/2026)
Short-Term Bond Fund (4/27/2026)
Ultra Short Bond Fund (4/27/2026)

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 about 85% of employees owning Baird stock

Revenues
2025 revenues were $3.8 billion[2]

Community Support
Baird Foundation and the Paul Purcell "Kids Win!" Annual Baird Education Grant donated $7.9 million to qualified nonprofits in 2025

Senior Executive
Steven G. Booth, Chairman & Chief Executive Officer

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More Than a Century of Growth and Success

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.

- Over 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 $35 billion in client assets, provides asset management, trustee services, charitable solutions and estate settlement services to high-net-worth and institutional clients[1]

More than **$395 billion** in PWM client assets[1]

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.

- More than $197 billion in fixed income assets managed by Baird Advisors[1]
- More than $11 billion in equity assets managed by our U.S. and International and Global Growth teams and our Specialized Asset Management team in Baird Equity Asset Management[1]
- Minority interests in RiverFront Investment Group and Greenhouse Funds LLLP
- Recognized by *Pensions & Investments* as one of the Best Places to Work in Money Management each year since 2012 for firms our size

More than **$205 billion** in assets under management[1]

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, advisory, placement agent and consulting services to clients in the public, private and nonprofit sectors.

- Nearly 115 institutional sales, trading and analytics professionals
- Approximately 60 Public Finance bankers and analysts
- Ranked as the No. 1 municipal bond underwriter and No. 5 municipal advisor nationally[3]

No. 1 municipal bond underwriter nationwide[3]

Investment Banking/ Equity Capital Markets

Advisory and Financing Services
Equity Research, Sales, Trading

Baird's Global Investment Banking group provides a broad range of advisory and financing services to private equity investors, corporations and entrepreneurs.

- More than 540 associates serving investment banking clients globally
- Completed more than 200 financing and advisory transactions in 2025 with a total value of $106 billion
- More than 720 companies under research coverage
- Arranged more than 25,000 investor/company connections in 2025
- Baird Strategas provides industry-recognized macro research to institutional investors and corporate executives

Total value **$106 billion** financing and advisory transactions

Global Private Equity

Baird Capital

Baird Capital makes growth equity to buyout investments in founder-led, lower middle-market transatlantic B2B technology & services companies.

- More than 35 investment, operating and support professionals across the U.S. and U.K.
- Over 35 years of investment experience
- Nearly 40 active portfolio companies with over 14,600 employees and combined annual revenues of more than $2 billion

$1.7 billion in active assets under management[1]

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[1]As of June 30, 2026.

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

[3]Based on number of issues collectively since 2009, according to S&P Muni Deal Query.

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 directly at 866-442-2473. Please read the prospectus or summary prospectus carefully before investing.

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