

BairdFacts

November 2011

Baird is an employee-owned, international financial services firm that manages or oversees nearly \$84 billion in client assets. We provide wealth management, capital markets, asset management and private equity services through offices and operating affiliates 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 challenging market conditions.

84 billion

Assets in Client Accounts

Baird managed or oversaw nearly \$84 billion in client assets as of Sept. 30, 2011.

100 best

A Great Place to Work

Since 2004, Baird has been recognized annually as one of the FORTUNE 100 Best Companies to Work For®. We ranked No. 14 in 2011 – our third straight year among the top 15.

No. 1

Most Trusted Research

In 2011, small-cap and mid-cap institutional fund managers once again ranked Baird as their highest-quality, most trusted and most important source of research.¹

2,700 employees

Global Reach

Baird has 2,700 employees and more than 100 locations in the United States, Europe and Asia.

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. Approximately half of our employees own Baird stock.

Revenues

2010 revenues were \$847 million,² a firm record.

Baird Foundation

Baird Foundation made nearly 2,200 donations totaling \$2.3 million in 2010.

Senior Executive

Paul E. Purcell, Chairman, President & Chief Executive Officer

Structured for Success

Baird's 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, corporations and institutions across the United States, Europe and Asia.

Private Wealth Management

Baird's Private Wealth Management professionals provide comprehensive wealth management strategies and solutions for high-net-worth individuals and their families across the United States.

- \$64 billion in client assets overseen or managed by 685 highly skilled Financial Advisors and their teams³
- More than 60 in-house specialists provide advice for all aspects of wealth management, retirement planning, charitable giving and wealth transfer
- Serves clients coast to coast from 72 locations in 24 states
- *Barron's* Top Wealth Managers list, 2007–2011

64 billion dollars in PWM client assets

Equity Capital Markets

Equity Research – Institutional Equity Services – Investment Banking

Our Equity Capital Markets team delivers expertise in research and sales and trading to domestic and international institutions. Baird's Investment Banking group provides equity underwriting and mergers and acquisitions advisory services to middle-market companies.

- 675 companies under research coverage
- 3.7 billion shares of stock traded in 2010
- Advised on more than 125 financing and global M&A transactions in 2010 with a total value of \$26.4 billion
- 200+ banking professionals advise on M&A transactions globally
- 2011 "Equity Financing Deal of the Year" award from *The M&A Advisor* for lead book running Vera Bradley's initial public offering

No. 1 most trusted research for eight years in Greenwich surveys¹

Private Equity

Baird Capital Partners – Baird Venture Partners – Baird Capital Partners Europe – Baird Capital Partners Asia

Baird Private Equity makes venture capital, growth equity and buyout investments in lower middle-market companies in the Manufactured Products, Business Services and Healthcare/Life Sciences sectors.

- \$2.8 billion in capital raised since inception and investments made in more than 250 portfolio companies
- Baird Capital Partners ranked as a Top 20 "Consistent Performer" for the fourth consecutive year in the 2011 Preqin survey⁴
- 60+ investment and operating professionals in the United States, Europe and Asia
- 15 operating professionals in China and India support our portfolio companies

2.8 billion dollars raised and managed

Fixed Income Capital Markets

Fixed Income Sales and Trading – Public Finance

Baird's Fixed Income Sales and Trading team provides investment ideas and trade execution for institutional clients in the United States and Europe. Our Public Finance professionals meet the debt underwriting and advisory needs of public- and private-sector clients.

- 100+ institutional sales, trading and analytics professionals in 25 offices
- \$233 billion in face value of taxable and tax-exempt bonds traded in 2010
- 59 Public Finance bankers and analysts in 10 offices nationally
- A leading municipal underwriter: in 2011, Top 10 in issues of \$100 million or less and Top 5 in competitive underwritings of all sizes, based on par value through Sept. 30, according to Thomson Reuters

No. 1 municipal bond underwriter nationwide⁵

Asset Management

Baird Advisors – Baird Investment Management – Baird Public Investment Advisors

Baird's experienced fixed income and equity portfolio managers offer disciplined investing and outstanding service to institutional investors and high-net-worth individuals through customized portfolios and mutual funds.

- \$14.7 billion in institutional fixed income portfolios and mutual funds under management by Baird Advisors³
- Nearly \$1.1 billion under management for municipalities and school districts by Baird Public Investment Advisors³
- \$476 million in mid-cap and large-cap equity portfolios and mutual funds managed by Baird Investment Management³
- Minority interest in RiverFront Investment Group, which manages \$2.8 billion³

16.3 billion dollars in assets under management

Robert W. Baird & Co. Incorporated. Please visit our website at rwbaird.com for important information.

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¹Greenwich Associates U.S. Equity Investors – Small/Mid-Cap Funds, April 2011. Surveys conducted with 98 U.S. small-cap and mid-cap fund managers. Rankings based on top 10 research firms in survey.

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

³Assets as of September 30, 2011

⁴Based on an international universe of 169 firms and 782 funds fulfilling selection criteria

⁵Based on number of issues through Sept. 30, 2011, according to Thomson Reuters

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