

Baird Awards and Recognitions

January 2018

The logo for Baird, featuring the word "BAIRD" in white, uppercase letters on a blue, parallelogram-shaped background.

Baird is consistently recognized by third parties and the media for its expertise, passion for achieving great outcomes for clients and commitment to being a great place to work. Following are some recent honors:

Baird Business Honors

Equity Capital Markets

- *Real Deals'* 2017 Private Equity Awards – Baird was named UK Corporate Finance House of the Year.
- Thomson Reuters Analyst Awards – Six Baird analysts were recognized among the nation's best in 2017. Baird analysts have received Thomson Reuters awards (formerly known as the StarMine Analyst Awards) annually since their inception in 2001.
- Greenwich Associates survey – Baird ranked No. 1 for combined quality in sales, corporate access and research, and received an additional eight No. 1 rankings in numerous survey categories.¹

Fixed Income Capital Markets

- According to Ipreo MuniAnalytics, for the first half of 2017, Baird ranked as the No. 1 municipal underwriter by number of issues, No. 2 for issues of \$50 million or less, based on par amount, and ranked in the Top 10 among financial advisory firms based on number of issues annually.
- *The Bond Buyer* – Baird Public Finance transactions have been recognized by *The Bond Buyer* among its annual "Deals of the Year" six times since 2005.

Private Wealth Management

- *Barron's* Top 40 Wealth Managers list, 2007–2017
- *Financial Times'* 400 Top Financial Advisers
- Baird Financial Advisors repeatedly recognized among *Barron's* Top 100 Financial Advisors and Top Financial Advisors, State-by-State

Great Place to Work Honors

- *Fortune* 100 Best Companies to Work For® – No. 4 in 2017, the firm's 14th consecutive recognition.
- Great Places to Work™ 2017 Best Places to Work in the U.K. – Baird ranked No. 20 in the medium-size category.
- *Computerworld's* 100 Best Workplaces in IT – Baird ranked No.16 among midsize organizations.
- Human Rights Campaign's Corporate Equality Index – Baird was named a Best Place to Work with a perfect score on the Human Rights Campaign Foundation's 2018 Corporate Equality Index, a national benchmarking survey and report on corporate policies and practices relating to LGBTQ workplace equality.
- *Pensions & Investments'* Best Places to Work – Baird's Asset Management group ranked No.1 in its size category in *Pensions & Investments'* 2017 Best Places to Work in Money Management.
- *Vault* ranked Baird among its Banking Top 50 and Best Investment Banking Internships for 2018.

Baird Thought Leadership in the News

Baird's Private Wealth Management thought leaders are regularly tapped by national and regional media for their expertise and perspective. Following is a sampling of recent coverage that features Baird experts on timely wealth management topics.

Market Commentary, Outlook, Strategy

- *Bloomberg* – “Stocks End Eight-Week Winning Streak With Tax Reform in Limbo” – Nov. 10, 2017
- *Bloomberg Radio* – “Markets Are Ill Prepared For Delayed Tax Plan: Baird's Bittles” – Nov. 9, 2017
- *MarketWatch* – “Stocks close at all-time high as benchmarks set milestone for records” – Nov. 6, 2017
- *CNBC* – “Stocks close at record highs as dealmaking is back on Wall Street” – Nov. 6, 2017
- *Reuters* – “S&P flat after tax cut plan; Dow climbs to record” – Nov. 2, 2017
- *Bloomberg* – “Rising Corporate Earnings Have Market Bulls Feeling Vindicated” – Oct. 24, 2017
- *The Wall Street Journal* – “Investors Are Warming Up to This ‘Epic’ Stock Rally” – Oct. 16, 2017
- *USA Today* – “S&P 500's new-high streak best in 20 years” – Oct. 6, 2017
- *The Wall Street Journal* – “U.S. Stocks Extend Gains on Strong Car Sales” – Oct. 3, 2017
- *CNBC* – “Stocks close at record highs to begin the fourth quarter; Dow jumps 152 points” – Oct. 2, 2017
- *The Wall Street Journal* – “Stocks Climb, Remaining on Track for Weekly Gains” – Sept. 28, 2017
- *Bloomberg Radio* – “Bloomberg Markets: Bittles on Building a Wall of Worry” – Aug. 23, 2017
- *The Wall Street Journal* – “Investors Grapple With Signs of Unrest” – Aug. 20, 2017
- *Bloomberg TV* – “Baird Strategist Says Stage Set for a Market Correction” – Aug. 11, 2017
- *Financial Times* – “Apple sends Dow above 22,000 for the first time” – Aug. 2, 2017

General Retirement, Financial Planning

- *U.S. News & World Report* – “What Income Investors Can Expect From Rising Rates” – Nov. 8, 2017
- *Morningstar* – “Investors' Plans May Face Changes as Tax Bill Looms” (video) – Nov. 7, 2017
- *CNBC* – “The good, the bad and the money: Here's what the GOP tax bill means for you” – Nov. 4, 2017
- *Kiplinger* – “Smart Year-End Moves to Trim Your 2017 Tax Bill” – Nov. 3, 2017
- *USA Today* – “Tax plan from Republicans outlines 5 sweeping changes for individuals” – Nov. 2, 2017
- *The Wall Street Journal* – “Death of the Estate Tax? Don't Count On It Yet” – Nov. 2, 2017
- *Consumer Reports* – “Who Wins, Who Loses With New Tax Proposal” – Nov. 2, 2017
- *InvestmentNews* – “Advisory firm owners unlikely to see windfall on tax returns from House bill” – Nov. 2, 2017
- *CNBC* – “Tax moves to make regardless of what happens in Washington” – Oct. 25, 2017
- *CNBC* – “‘Tax alpha’ is much more than simple tax-efficiency” – Oct. 16, 2017
- *InvestmentNews* – “Advisers see benefits in Trump tax plan, but have many questions” – Sept. 27
- *InvestmentNews* – “Kiddie tax rules can catch both advisers and investors by surprise” (column) – Aug. 23, 2017
- *The Wall Street Journal* – “Can a ‘529’ Last Forever?” – Aug. 6, 2017
- *Kiplinger* – “Tax Trap Snares Young IRA Heirs” – July 2017
- *U.S. News & World Report* – “3 Ways to Prepare for a Market Correction” – July 27, 2017

¹Greenwich Associates U.S. Equity Investors – Small-/Mid-Cap Funds, May 2017. Survey conducted with 101 small-cap and mid-cap fund managers. Rankings for qualitative metrics are based on leading research firms in survey.