## Putting the Best to Work for You

**Stock** by Getty Images<sup>™</sup>

BAIRD

We've earned national recognition and a reputation for excellence in our expertise, including top-ranked research analysts and financial advisors. That's no accident. Being one of the FORTUNE© 100 Best Companies to Work For® lets us attract and retain extraordinary people, ensuring the quality and continuity of our advice and service for

LEARN MORE

 $\bullet \bullet \bullet$ 

Discover the Baird Difference

Comprehensive Capabilities with a Personal Touch



At Baird we don't think you should have to choose between the personalized service and attention you want or the comprehensive capabilities and expertise you need to reach your financial goals.

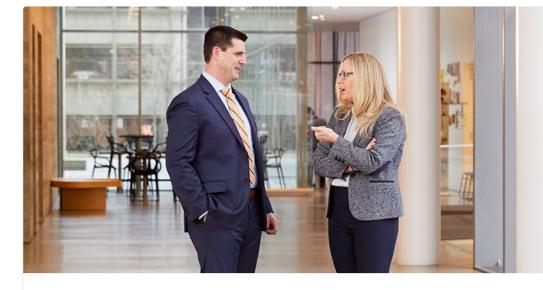
You deserve a different type of financial partnership – one that gives you all of that and more.

## What We Do



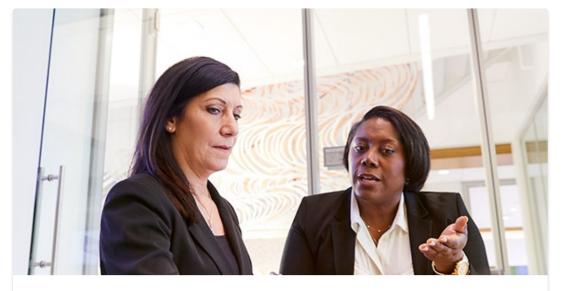
#### **Private Wealth Management**

Offering more than investment advice, our Financial Advisors can help you make wise financial decisions in all areas of your life. Find a Baird Financial Advisor today.



#### **Fixed Income & Public Finance**

A top-ranked municipal debt underwriter\*, we also offer expert service to a broad range of institutional, public, private and non-profit clients as well as delivery of timely risk analysis and precise trade execution.



#### **Global Investment Banking**

We provide M&A, debt advisory and equity financing services for companies in the United States and around the world.

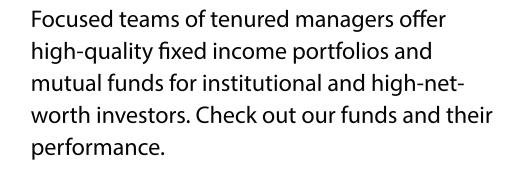
#### LEARN MORE

LEARN MORE

LEARN MORE



#### **Asset Management**



#### LEARN MORE



#### **Institutional Equities & Research**

Learn more about our team's top-ranked equity research, investor conferences, corporate access, and institutional sales and trading services. <sup>1</sup>

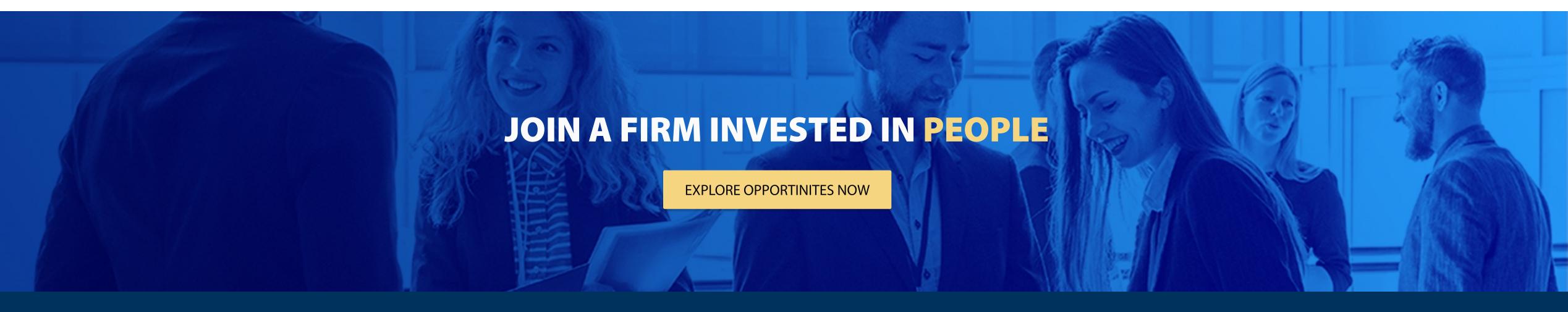


#### **Baird Capital**

We make venture capital, growth equity and private equity investments in strategically targeted sectors and help local companies grow in global markets.

LEARN MORE

#### LEARN MORE



<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. buyside trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

## f f in C v o

Help Important Disclosures Privacy Policy Financial Information Business Continuity Safety of Client Assets

© 2020 Robert W. Baird & Co. Incorporated. The services featured on this web site may not be available in all jurisdictions or to all persons/entities.

For more information, please see Important Disclosures. Robert W. Baird & Co. Incorporated. Member SIPC.



BAIRD

# Comprehensive Capabilities with a Personal Touch

At Baird we don't think you should have to choose between the personalized service and attention you want or the comprehensive capabilities and expertise you need to reach your financial goals.

You deserve a different type of financial partnership – one that gives you all of that and more.





## **Structured for Your Success**

Being privately held and employee owned lets us focus on your needs – not the short-term expectations of outside shareholders. We can think and plan for the long-term, consistently reinvesting in our capabilities and expertise to best serve you – all with a personal stake in your

success.

LEARN MORE

We've earned national recognition and a reputation for excellence in our expertise, including top-ranked research analysts and financial advisors. That's no accident. Being one of the FORTUNE© 100 Best Companies to Work For<sup>®</sup> lets us attract and retain extraordinary people, ensuring the quality and continuity of our advice and service for you.

LEARN MORE







## You're Our Priority

For more than a century, we've followed the principles of integrity, transparency, teamwork and keeping clients first. This ensures you'll get candid advice from professionals who care about your goals, concerns and what's most important to you. It's a culture of caring that extends beyond our work and into the communities we share.



## What We Do

#### PRIVATE WEALTH MANAGEMENT

FIXED INCOME & PUBLIC FINANCE

GLOBAL INVESTMENT BANKING

ASSET MANAGEMENT

**INSTITUTIONAL EQUITIES & RESEARCH** 

**BAIRD CAPITAL** 

### Institutional Equities & Research

Learn more about our team's top-ranked equity research, investor conferences, corporate access, and institutional sales and trading services.<sup>1</sup>

LEARN MORE



## JOIN A FIRM INVESTED IN PEOPLE

EXPLORE OPPORTINITES NOW

<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. buyside trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

f y in D V O

Help Important Disclosures Privacy Policy Financial Information Business Continuity Safety of Client Assets

© 2020 Robert W. Baird & Co. Incorporated. The services featured on this web site may not be available in all jurisdictions or to all persons/entities.

For more information, please see Important Disclosures. Robert W. Baird & Co. Incorporated. Member SIPC.