

BAIRD

Public Finance

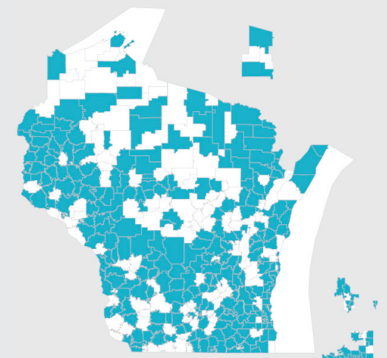
DOING MORE FOR WISCONSIN SCHOOLS

Wisconsin schools count on Baird for financial advice and services that consider both their students' needs and the bottom line. That's because Baird has the proven understanding and a deep bench of experienced finance professionals that have worked with Wisconsin schools for decades to create financial solutions that address school's unique needs.

THE BENEFITS OF WORKING WITH BAIRD

- A collaborative relationship with an in-state team of experts who understand your needs
- A comprehensive fixed income platform providing advisory, investment banking and underwriting services
- Real-time market information from our nationally recognized underwriting desk
- Advanced guidance and solutions to benefit new and seasoned business officials alike
- Conferences and workshops held throughout the state on the topics that impact the bottom line
- A financial services firm founded in Wisconsin and committed to your success

**BAIRD HAS SERVED 290
DISTRICTS SINCE 2015**



Statewide, schools trust Baird to help them plan for, budget for and finance the future.

No. 1

FOR WISCONSIN SCHOOLS AS LEAD MANAGING UNDERWRITER
AND FINANCIAL ADVISOR BY NUMBER OF ISSUES AND PAR¹

ABOUT BAIRD

Founded in 1919 in Milwaukee, Wisconsin, Baird is an employee-owned wealth management, capital markets, asset management and private equity firm with more than 200 locations and affiliates in the United States, Europe and Asia. Leveraging our deep expertise and the belief that integrity is irreplaceable, we focus on how to achieve great outcomes for our municipal, individual, institutional and corporate clients.

ABOUT BAIRD PUBLIC FINANCE

Baird is one of the few fixed income firms in the country able to bring a broad platform of advisory, underwriting, bond placement and consulting services to our clients' unique needs. Leveraging our full-service approach, Baird is ranked among the top public finance firms both regionally and nationwide.

INDEPENDENT

Independent, privately held and associate-owned, with a steadfast client focus.

100 BEST

One of the *Fortune* 100 Best Companies to Work For[®], 17 years in a row.

BALANCED

Five complementary businesses balance our sources of revenue and broaden our capabilities for clients, enabling us to continue to invest across our businesses.

\$305 BILLION IN CLIENT ASSETS

The trust our clients place in us to provide them with expert advice is our truest measure of success.²

NO. 1 IN OVERALL RESEARCH QUALITY

Ranked No.1 for overall quality in sales, corporate access and research among small-/mid-cap research advisory firms by Greenwich Associates.³

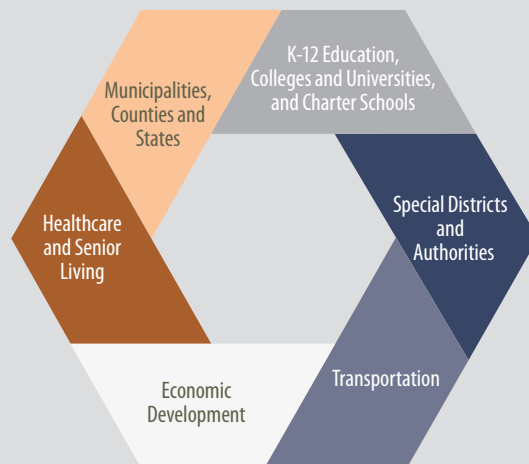
While many financial services firms are restructuring and downsizing, we continue to build wisely for the future.

50 STATES

During the past 10 years, Baird has served municipal issuers in all 50 states as well as Washington, D.C.¹

NO. 1

Baird has been ranked the country's No.1 municipal underwriter for 11 consecutive years.⁴



MEET THE WISCONSIN SCHOOL TEAM



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¹According to Ipreo MuniAnalytics from 2009–2019. Does not include private placements or notes.

²As of June 30, 2020.

³Greenwich Associates' 2020 surveys of North American Equity Investors — Surveys conducted with 91 small-cap and mid-cap fund managers and 228 U.S. buy-side trading desks that use electronic trading, respectively. Rankings for qualitative metrics based on leading research firms in surveys.

⁴Based on number of issues from 2009 to 2019, according to Ipreo MuniAnalytics.

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