

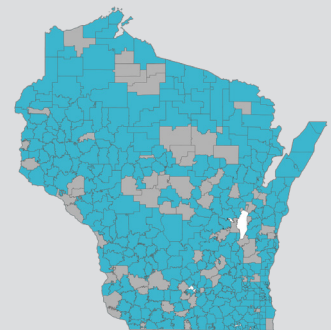
# DOING MORE FOR WISCONSIN SCHOOLS

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 breadth of experience to create financial solutions that address schools' unique needs. It's why Baird has advised and underwritten more Wisconsin school bond issues than any other firm.<sup>1</sup>

## 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 your bottom line
- A financial services firm founded in Wisconsin and committed to your success

## 322 OUT OF 421 WISCONSIN SCHOOL DISTRICTS SERVED IN THE PAST 10 YEARS



● Client ● Non-Client

Statewide, schools have trusted Baird to help them plan for, budget for and finance their future.

No. 1

FOR WISCONSIN SCHOOLS AS LEAD MANAGING UNDERWRITER AND FINANCIAL ADVISOR BY NUMBER OF ISSUES AND PAR<sup>1</sup>

## ABOUT BAIRD

### Serving Municipal Entities for More Than 100 Years

Baird was founded in 1919 with the merger of two fixed income desks that had served local Wisconsin governments. We've grown since then, expanding our capabilities into wealth management, capital markets, asset management and private equity, and now have more than 200 locations in the United States, Europe and Asia. But while much has changed, our commitment to excellence and belief that integrity is irreplaceable remain. Our focus is 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, placement agent and consulting services to our clients' unique needs. Leveraging our full-service capabilities with a commitment to providing thoughtful, tailored financial advice, 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 x19

For 19 years in a row, Baird has been recognized as one of the *Fortune* 100 Best Companies to Work For®

### BALANCED

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

### \$415 BILLION IN CLIENT ASSETS

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

### 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.<sup>3</sup>

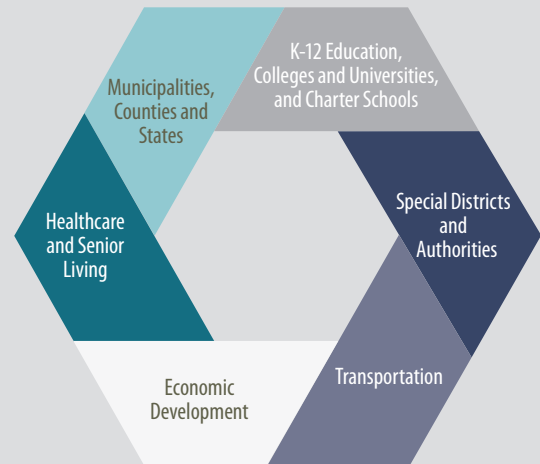
While many financial services firms are restructuring and downsizing, we continue to build wisely for the future.

### NEARLY 50 STATES

During the past 10 years, Baird has served municipal issuers in nearly 50 states and Washington, D.C.\*

### NO. 1

13 Consecutive Years. Baird has been ranked the country's No. 1 municipal underwriter.<sup>1</sup>



## MEET THE WISCONSIN SCHOOL TEAM



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<sup>1</sup>According to Ipreo MuniAnalytics from 2009 to 2021. Does not include private placements or notes.

<sup>2</sup>As of December 31, 2021.

<sup>3</sup>Greenwich Associates' 2021 surveys of North American Equity Investors. Surveys conducted with 95 small-cap and mid-cap fund managers, 138 generalist portfolio managers and 236 traders. Rankings for qualitative metrics based on leading research firms in surveys.

\*According to Ipreo MuniAnalytics as of December 31, 2021. Does not include private placements or notes.

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