

BairdFacts

September 2025

Founded in 1919, Baird is an international financial services firm with more than \$525 billion in client assets.¹ As one of the largest privately held financial services firms headquartered in the U.S., we provide Private Wealth Management, Trust, Asset Management, Investment Banking, Capital Markets and Private Equity Services to clients around the world through our more than 200 offices. As employee-owners, we manage for the long term, with more than 40 years of consecutive growth and profitability, enabling us to continuously build the teams and capabilities to best serve clients.

We conservatively manage our balance sheet and capital position to maintain financial flexibility in all types of market conditions. Our business is fundamentally about trust, partnership and building better futures for our clients and in the communities we share. What we call The Baird Way represents the responsibility that comes with this understanding. It is the foundation of our core beliefs, the promise we make to each other and our inspiration to provide the best advice and service for clients and be the best place to work for associates.

BAIRD

\$525 billion

Assets in Client Accounts

Baird's clients trust us with more than \$525 billion in assets as of June 30, 2025.

5,300 employees

Global Perspective

Baird has more than 5,300 employees and over 200 locations in the United States and Europe.

100 Best × 22

A Great Place to Work

For 22 years in a row, Baird has been recognized as one of the *Fortune* 100 Best Companies to Work For[®].



Family of Funds

The Baird Funds offer proven track records and have received a Gold Morningstar Medalist Rating[™].

Analyst Driven: 100%
Data Driven: 100%
Aggregate Bond Fund (2/5/2025)
Core Plus Bond Fund (2/4/2025)
Short-Term Bond Fund (2/5/2025)
Ultra Short Bond Fund (2/5/2025)

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, independent and privately held with about 85% of employees owning Baird stock.

Revenues

2024 revenues were \$3.5 billion²

Baird Foundation

Baird Foundation gave \$5.8 million to qualified nonprofits in 2024

Senior Executive

Steven G. Booth, Chairman & Chief Executive Officer

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More than a Century of Growth and Success

Our 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, municipalities, corporations and institutions around the world.



Private Wealth Management

Baird Private Wealth Management
Baird Trust

Baird's Wealth Management professionals provide tailored solutions to address the unique needs of high-net-worth individuals and their families.

- Nearly 1,400 Financial Advisors averaging 20 years of industry experience and serving clients coast-to-coast
- More than 170 specialized experts providing advice on all aspects of wealth management – complex portfolio strategies, financial, tax and estate planning, liquidity, insurance solutions, charitable giving technology, and more
- Access to exclusive, industry leading macro and investment research for cutting-edge information that helps inform client portfolios and financial decisions
- Baird Trust, with over \$25 billion in client assets, provides asset management, trustee services, charitable solutions and estate settlement services to high-net-worth and institutional clients

More than
\$350 billion
in PWM
client assets¹

Asset Management

Baird Advisors
Baird Equity Asset Management

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

- Nearly \$174 billion in fixed income investments managed by Baird Advisors¹
- More than \$11 billion in equity investments managed by our U.S. and International and Global Growth teams and our Specialized Asset Management team in Baird Equity Asset Management¹
- Minority interests in RiverFront Investment Group and Greenhouse Funds LLLP
- Recognized by *Pensions & Investments* as one of the Best Places to Work in Money Management for 13 consecutive years among firms our size

More than
\$185 billion
in assets under
management¹

Fixed Income Capital Markets

Fixed Income Sales & Trading
Public Finance

Baird's Fixed Income Sales & Trading team provides investment ideas and trade execution for institutional clients. Our Public Finance professionals offer debt underwriting, advisory, placement agent and consulting services to clients in the public, private and nonprofit sectors.

- Nearly 120 institutional sales, trading and analytics professionals
- Approximately 75 Public Finance bankers and analysts
- Ranked as the No. 1 municipal bond underwriter and No. 5 municipal advisor nationally³

No. **1** municipal bond
underwriter
nationwide³

Investment Banking/ Equity Capital Markets

Advisory & Financing Services
Equity Research, Sales, Trading

Baird's Global Investment Banking group provides M&A, capital advisory and restructuring advisory and equity financing services to companies, entrepreneurs and private equity and venture capital firms. Our Institutional Equities business provides research, sales and trading expertise to institutional investors around the globe.

- More than 545 associates serving investment banking clients globally
- Completed more than 200 financing and advisory transactions in 2024 with a total value of \$84 billion
- More than 715 companies under research coverage
- Arranged more than 23,000 investor/company connections in 2024
- Strategas, a Baird Company provides industry recognized macro research to institutional investors and corporate executives

Total value
\$84 billion
financing and advisory
transactions

Global Private Equity | Venture Capital

Global Private Equity Venture Capital

Baird Capital makes venture capital, growth equity and private equity investments in B2B technology & services-focused companies around the world.

- More than 35 investment, operating and support professionals across the global footprint
- Over 35 years of investment experience
- Portfolio companies have combined annual revenues of \$2 billion and more than 15,700 employees

\$1.4 billion
in active assets
under management¹

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¹As of June 30, 2025

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

³Based on number of issues collectively since 2009, according to S&P Muni Deal Query.

Investors should consider the investment objectives, risks, charges and expenses of each fund carefully before investing. This and other information is found in the prospectus and summary prospectus. For a prospectus or summary prospectus, contact Baird directly at 866-442-2473. Please read the prospectus or summary prospectus carefully before investing.

To learn more, call 800-79-BAIRD in the United States or +44 207 488 1212 in Europe, or visit us online at rwbaidd.com. Trust services are provided by Baird Trust Company.

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