

BairdFacts

Europe

September 2022

Founded in 1919, Baird is an independent and employee-owned international financial services firm with more than \$360 billion in client assets.¹ With offices in Europe, the United States and Asia, Baird provides Investment Banking, Private Equity and Equity Research Services to institutions, corporations and entrepreneurs around the world.

What we call "The Baird Way" is the foundation of our core beliefs and our inspiration to provide the best advice and service for our clients while being the best place to work for our associates. It represents the responsibility that comes from knowing our business is about improving lives and futures – for our clients, our communities and each other.

\$3.4 billion

Record Revenues

Baird's 2021 net revenues were \$3.41 billion,² a firm record.

No. 1

Overall Quality in Sales, Corporate Access and Research

In 2021, institutional fund managers ranked Baird No. 1 for overall quality in sales, corporate access and research.³

4,800 employees

Global Reach

Baird has approximately 4,800 employees and operating resources working from more than 200 locations in Europe, the United States and Asia.

160+

Consecutive Profitable Quarters

Through many market cycles and different investment environments, Baird has focused on delivering results for clients – an approach that has enabled consistent success for the firm.

History

Founded in 1919.
Headquartered in Milwaukee, Wisconsin.

Ownership

Baird is employee-owned, privately held and independent. More than 70% of our employees own Baird stock.

Senior Executives

Steven G. Booth, Chairman, President & CEO
Andrew Ferguson, Partner, Baird Capital – U.K. Private Equity
Thomas Fetzer, Managing Director, Global Investment Banking – Frankfurt
Steve Holt, Managing Director, Head of Institutional Equity Sales
Nick Sealy, Managing Director, Global Investment Banking – London
Patrick Spencer, Managing Director, Vice Chairman of Equities

Structured for Your Success

Baird's complementary businesses help diversify and balance revenue through all types of market conditions and have enabled us to achieve great outcomes for our clients.



BAIRD

Baird Capital

Baird Capital makes growth equity and private equity investments in lower middle-market companies in Europe, the United States and Asia, and venture capital investments in the United States. Baird Capital has raised and managed \$3.9 billion in capital since inception and made investments in more than 335 portfolio companies.

- Since 1971, our U.K. Private Equity group has completed more than 175 private equity investments.
- Forty investment and operating professionals in Europe, the United States and Asia.
- Active portfolio companies have combined annual revenues of \$1.6 billion and more than 12,500 employees.

Baird Capital's U.K. Private Equity group provides equity capital for lower middle-market companies in the Healthcare, Technology & Services, and Industrial Technology & Solutions sectors.

Global Investment Banking

Baird's Global Investment Banking group provides comprehensive mergers and acquisitions and debt advisory services to middle-market companies.

- Advised on more than \$100 billion in global M&A volume in 2021.
- In 2021, 75% of Baird's European M&A deals were cross-border, spanning 8 different countries.
- An integrated global team of approximately 400 banking professionals advises M&A, equity and debt advisory transactions.
- Strong emphasis in the Industrial, Consumer, Healthcare, and Technology & Services sectors.

Over the past decade, Baird has advised on M&A deals involving companies located in more than 30 countries.

Institutional Equities & Research

Baird's Institutional Equities & Research team delivers expertise in research, sales and trading to domestic and international institutions.

- More than 740 companies under research coverage.
- Baird makes a market in more than 4,300 securities and trades across approximately 50 markets globally.
- Industry-leading global investor conferences, with significant growth in institutional investor attendance over the past five years.
- In the 2021 Greenwich Associates survey, Baird ranked No.1 for overall quality in sales, corporate access and research and received several additional No.1 rankings in numerous categories.³

As part of its leading corporate access services, Baird arranged more than 20,000 company-investor connections in 2021.

Accolades

Baird's team continues to earn international acclaim from the media and esteemed industry sources.

- Baird's equity research analysts have been recognised among the TipRanks Top 25 Wall Street Analysts of the Decade and the StarMine Analyst Awards, 2020.
- Baird was named a finalist for European Corporate Finance House of the Year at the 2021 Private Equity Awards, one of the leading private equity-focused awards in Europe.
- Since 2004, Baird has been recognised annually as one of the *Fortune* 100 Best Companies to Work For[®]. We ranked No.27 in 2022 – our 19th consecutive year on the list.
- Baird scored 100% on the Human Rights Campaign's 2022 Corporate Equality Index, earning recognition as a best place to work for LGBTQ equality.

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¹As of June 30, 2022 and excludes Hefren-Tillotson.

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

³Greenwich 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.

To learn more, call 800-79-BAIRD in the United States or +44 (0)20 7488 1212 in Europe, or visit us online at bairdeurope.com.

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