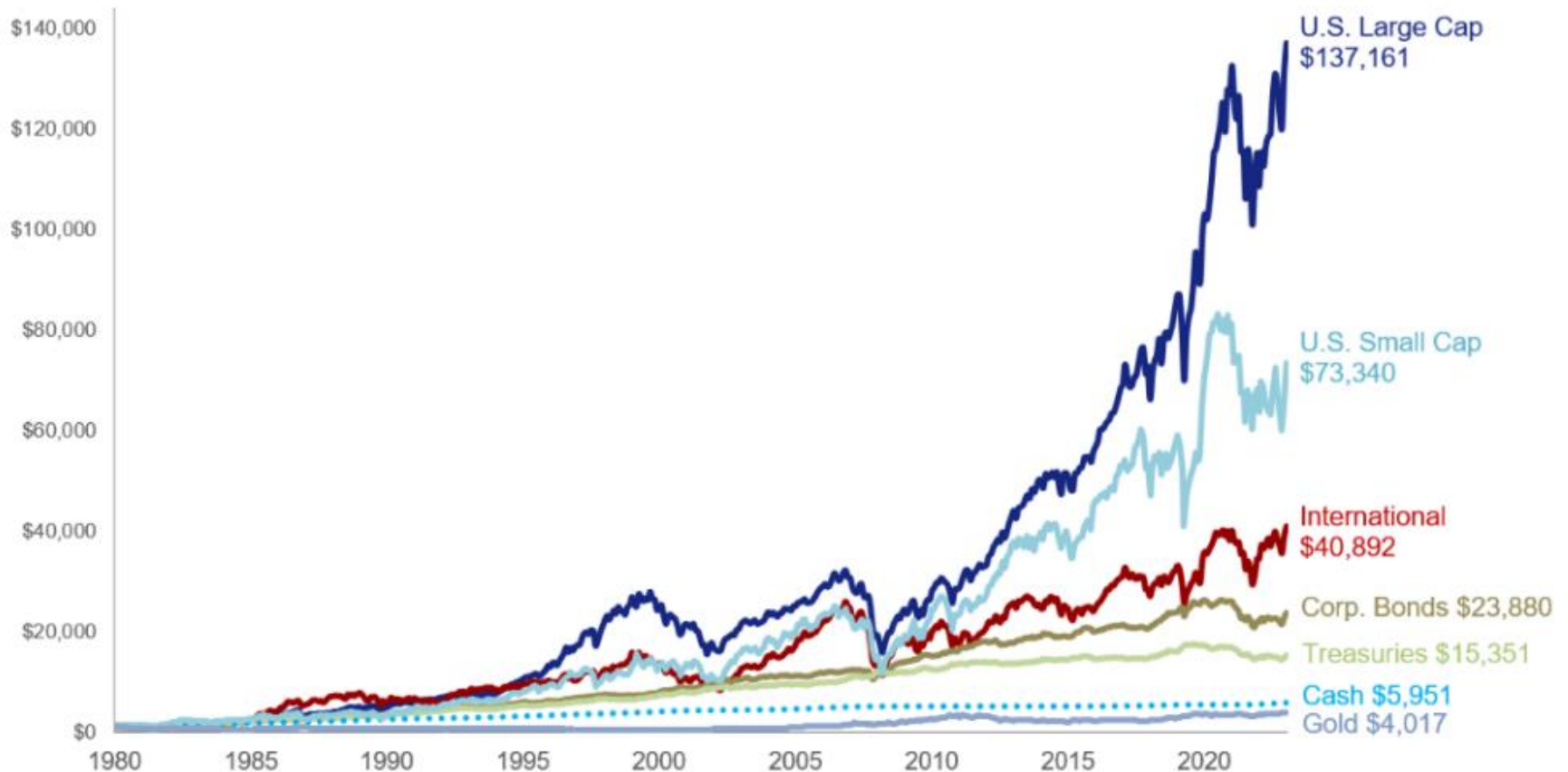


Long-term investing puts time on your side

BAIRD

Growth of \$1,000 (from 1980 through 2023)



Source: Baird research, FactSet. As of December 31, 2023. Asset classes are represented by the following indices: U.S. Large Cap (S&P 500), U.S. Small Cap (Russell 2000), International (MSCI EAFE), Corporate Bonds (BbgBarc US Corp Bond), Treasury Bonds (BbgBarc US Treasury Bond), Cash (FTSE 3-month T-bills). The S&P 500 Index is a representative sample of 500 leading companies in leading industries of the U.S. economy. The Russell 2000 Index measures the performance of the 2,000 smallest companies in the Russell 3000® Index. The MSCI EAFE Index is a market capitalization index that is designed to measure developed market equity performance, excluding the US & Canada. The Bloomberg Barclays Corporate Bond Index is a subset of the Barclays Aggregate Index that measures the total return performance of investment-grade corporate bonds. The Bloomberg Barclays Treasury Bond Index is a subset of the Barclays Aggregate Index that measures the total return performance of U.S. Treasury bonds. The FTSE 3-month T-bills measures the performance of related Treasury bills. Investments in international and emerging market securities include exposure to risks including currency fluctuations, foreign taxes and regulations, and the potential for illiquid markets and political instability. Small- and mid-cap companies may be hindered as a result of limited resources or less diversified products or services and have therefore historically been more volatile than the stocks of larger, more established companies. Indices are unmanaged and are not available for direct investment. Past performance is not a guarantee of future results.

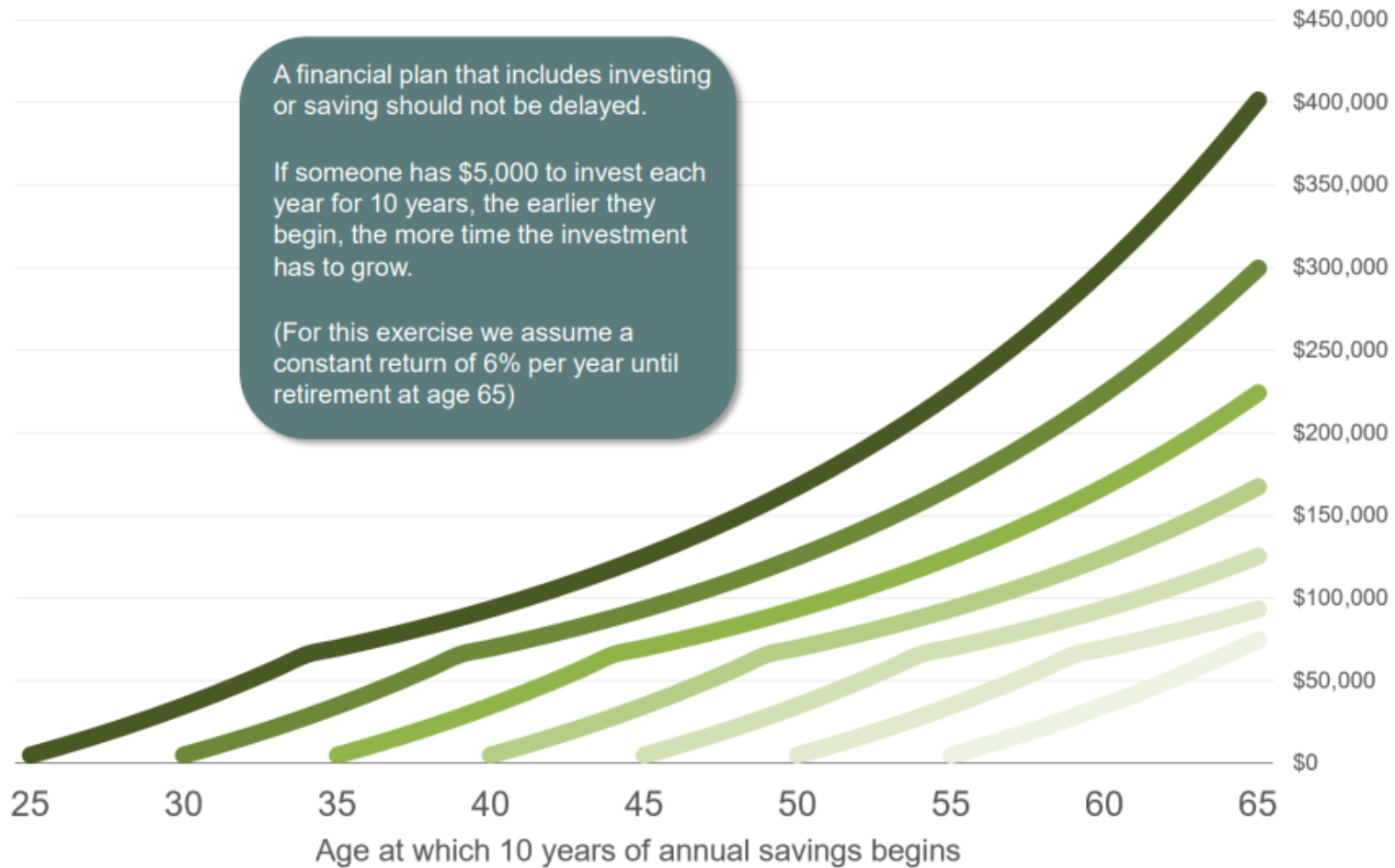
It pays to begin investing early

The power of compounding returns

A financial plan that includes investing or saving should not be delayed.

If someone has \$5,000 to invest each year for 10 years, the earlier they begin, the more time the investment has to grow.

(For this exercise we assume a constant return of 6% per year until retirement at age 65)

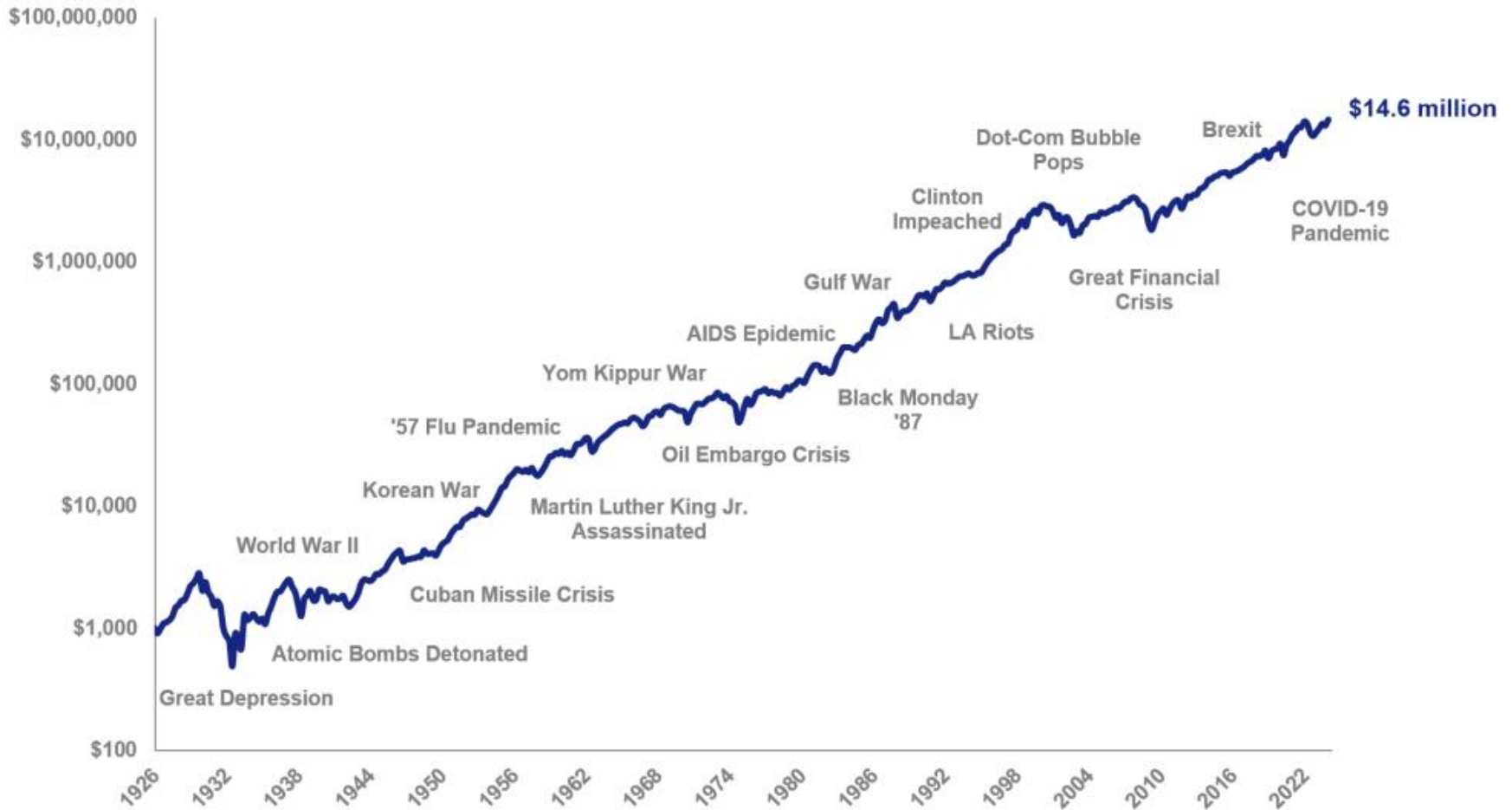


Source: Baird research. For illustrative purposes only. Assumes that \$5,000 is invested at the beginning of each year for ten consecutive years. That investment earns a level 6% rate of return until the end of year 65.

Despite setbacks, the market has persevered

BAIRD

Growth of \$1,000 in the S&P 500 Index (Since 1926)

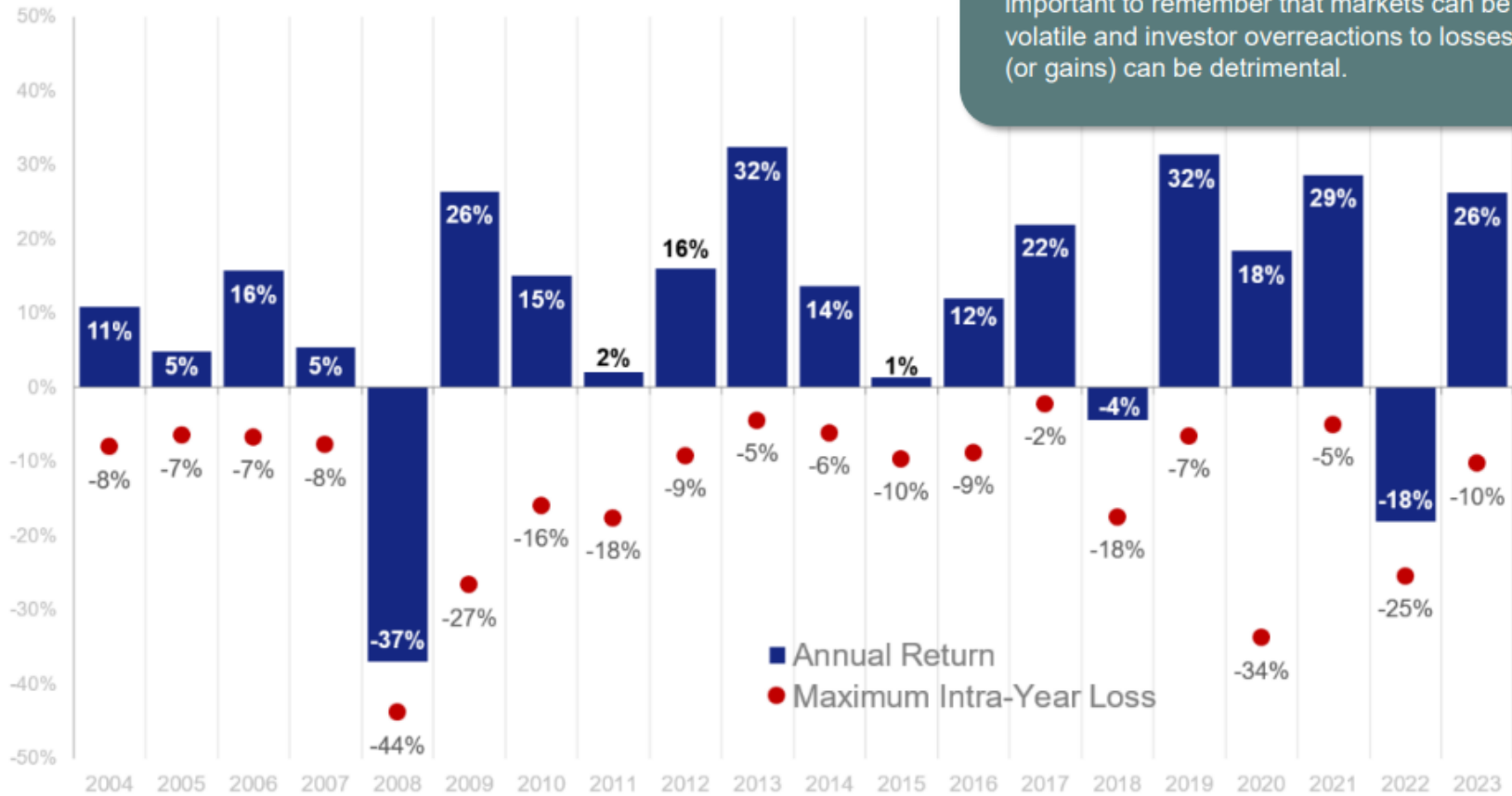


Source: Standard and Poor's, FactSet, Baird Research. As of December 31, 2023. Past performance is not a guarantee of future results. Performance is calculated on a total return basis with dividend reinvestment. The S&P 500, computed by the Standard & Poor's Corporation, is a well known gauge of stock market movements determined by the weighted capitalization of the 500 leading U.S. common stocks. Indices are unmanaged and are not available for direct investment.

Corrections are common, even in a rising market

S&P 500 annual returns and maximum intra-year losses

Even in years of strong gains for the market, pronounced temporary losses can occur. It is important to remember that markets can be volatile and investor overreactions to losses (or gains) can be detrimental.



Source: Standard and Poor's, Baird analysis. The S&P 500, computed by the Standard & Poor's Corporation, is a well-known gauge of stock market movements determined by the weighted capitalization of the 500 leading U.S. common stocks. Intra-year losses are calculated as the largest point-to-point loss in a given year, calculated on a weekly basis. Indices are unmanaged and are not available for direct investment. Past performance is not a guarantee of future results.

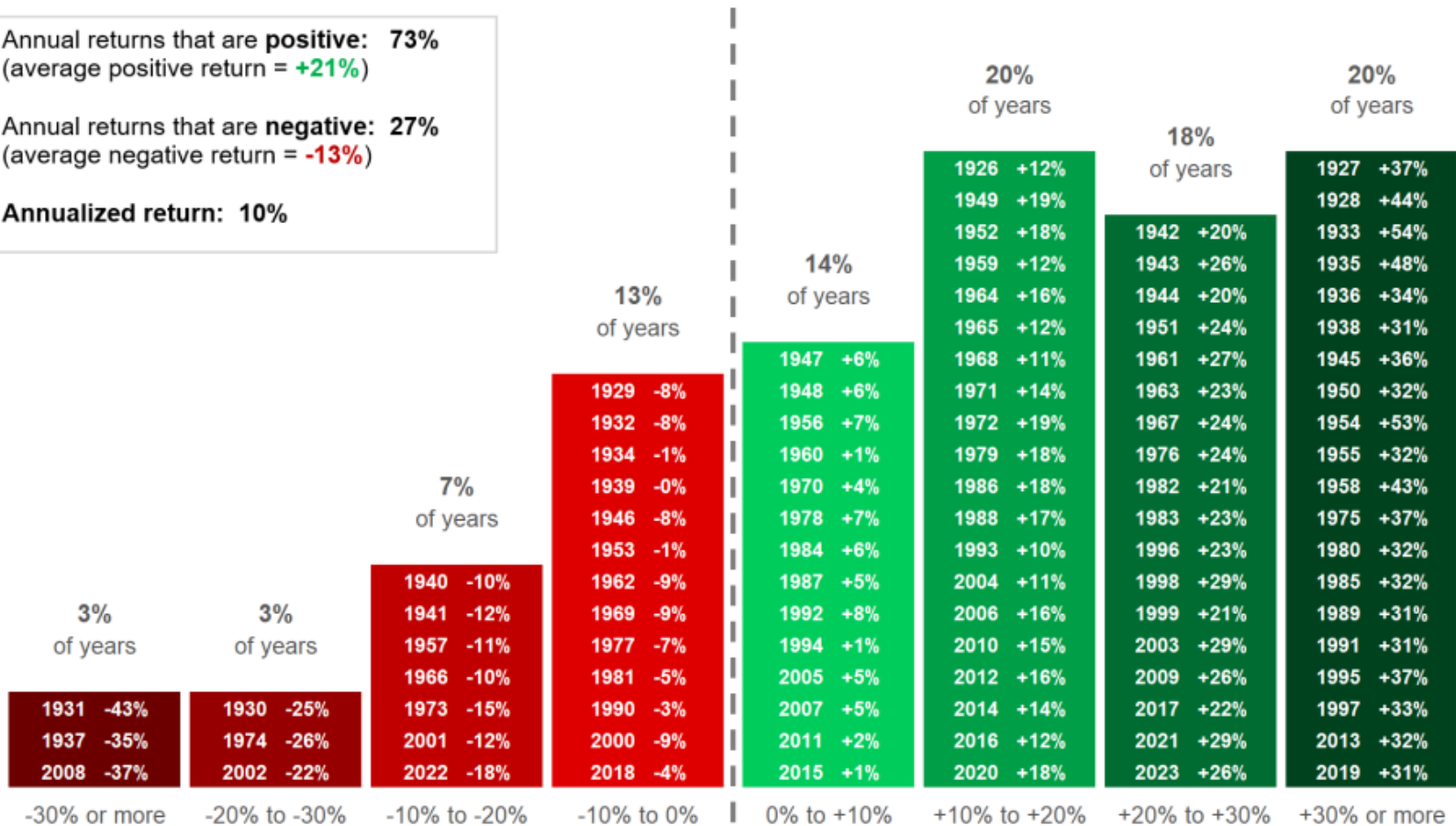
The stock market rises more often than it falls

S&P 500 Index Annual Returns (since 1926)

Annual returns that are **positive**: **73%**
(average positive return = **+21%**)

Annual returns that are **negative**: **27%**
(average negative return = **-13%**)

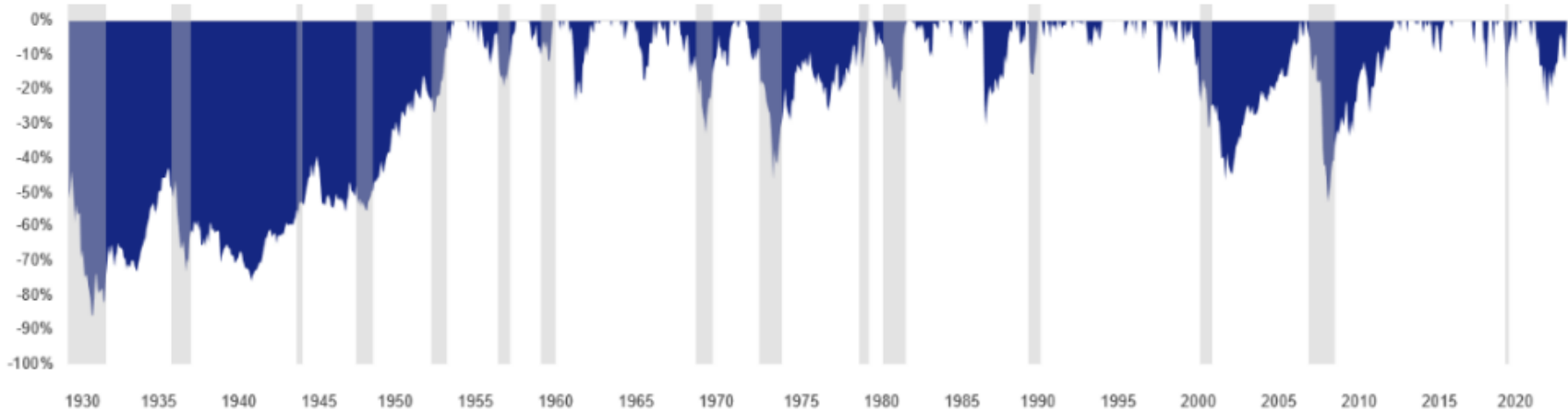
Annualized return: 10%



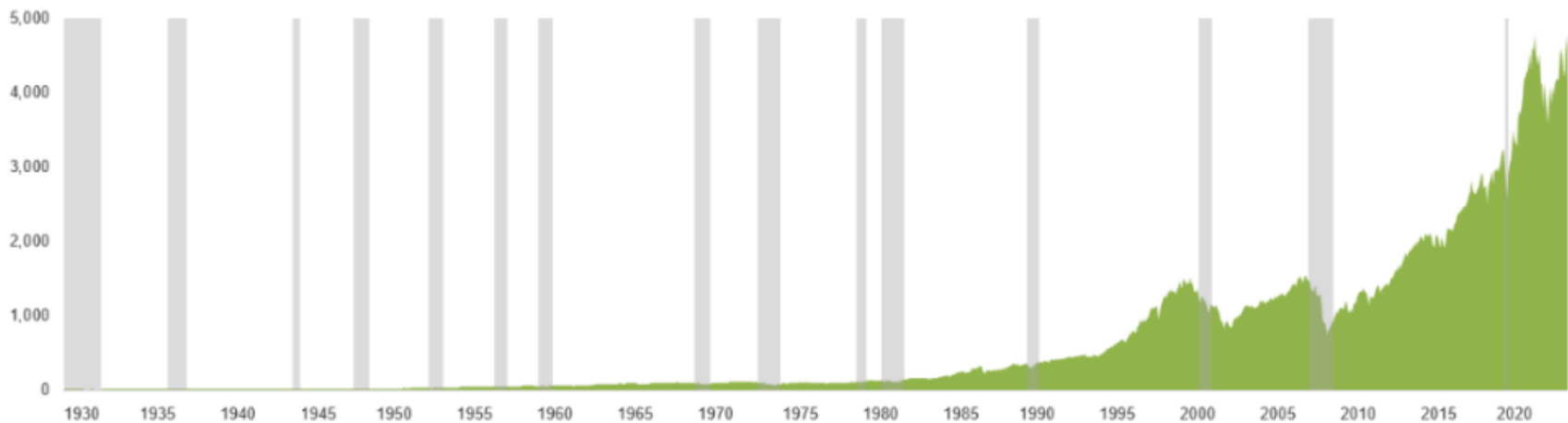
Source: Standard and Poor's, Baird Research. Past performance is not a guarantee of future results. Performance is calculated on a total return basis with dividend reinvestment. The S&P 500, computed by the Standard & Poor's Corporation, is a well known gauge of stock market movements determined by the weighted capitalization of the 500 leading U.S. common stocks. Indices are unmanaged and are not available for direct investment.

The market has declined and recovered many times

S&P 500: Declines from last market high



S&P 500 Composite Index



Source: Morningstar; Baird Analysis. Shaded regions are represented by recessionary periods. Recessionary periods are defined by NBER business cycle dates.