



OUR VALUES

THE GOLDEN RULE

We treat others the way we want to be treated.

INDEPENDENCE

We cherish and are committed to protect the company we own, the culture it fosters and the autonomy it provides to accomplish our mission.

ACCESSIBILITY

Our leadership team is approachable and available. We welcome, expect and encourage feedback from our clients and our employees.

STRIVING FOR EXCELLENCE

We enjoy what we do and work together collaboratively to deliver superior results for our clients, employees and our shareholders.

We firmly believe that our success today will drive the accomplishments of tomorrow.

HAVING FUN

We wholeheartedly celebrate our successes together, and have fun doing it.

OUR 3VS

VALUES

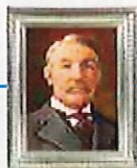
Edwards is grounded in our Values for our people, our clients, our integrity, our character and our trust. It is our foundation. It is the unique and elegant aspects of our legacy and heritage.

VISION

Edwards will always have a well thought out Vision for our future energized by our imagination, our ideas, our goals, our priorities and our planning. Effective communication is essential.

VICTORY

Edwards defines Victory as fulfilling dreams, living a "home away from home" culture, exceeding expectations, winning every step of the way in the client experience, executing on both the big and small elements, achieving goals, and mentoring. And yes, having fun.



1887

Albert Gallatin Edwards, Tad Edwards' great-great-grandfather, at the age of 75, establishes A.G. Edwards & Sons, with his son, Benjamin Franklin Edwards I. The firm is the only brokerage in St. Louis that works with local banks to place trades on the New York Stock Exchange.