

**BAILARD WINS A 2018 PENSIONS & INVESTMENTS
BEST PLACES TO WORK IN MONEY MANAGEMENT AWARD**

FOSTER CITY, CA – December 10, 2018 – Bailard, Inc., a boutique asset and wealth management firm based in California, has earned a *Pensions & Investments* 2018 Best Places to Work in Money Management award, announced today.

Presented by *Pensions & Investments*, the global news source of money management, the awards program, now in its sixth year, is dedicated to identifying and recognizing the best employers in the money management industry. Feedback from both employees and their firms was collected and analyzed by an independent research firm specializing in identifying great places to work. Bailard's employee feedback was overwhelmingly positive, highlighting the firm's opportunities for growth, open communication and ethical decision-making.

“Bailard's company culture is a particular point of pride for us, as it informs not only our relationships with each other but also our relationships with our clients,” said Peter Hill, Bailard's chairman and CEO. “Bailard was founded on values of openness, fairness, excellence and courage, and we uphold that legacy today in all areas of the firm. Our employees can feel our positive culture when they walk the hallways; our clients can feel it each time we go the extra mile to serve them.”

“Many may think that company culture is a ‘nice-to-have’ but here at Bailard, we understand that it is the foundation upon which a strong, stable business is built,” said Sonya Thadhani Mughal, Bailard's chief operating officer and chief risk officer. “We never had to create a special diversity and inclusion initiative, because we've always been that way. The industry has had to play catch up; we've steadily continued on our path.”

“Again this year, it is clear that what makes firms great employers isn't necessarily about money management in particular. Many firms were cited for their culture and benefits,” said *P&I* editor Amy B. Resnick. “Employees at these top-ranked firms most often cited their colleagues, the firm's culture and the benefits as the things that make it a great place to work.”

For a complete list of the 2018 *Pensions & Investments* Best Places to Work in Money Management winners and write-ups, go to www.pionline.com/BPTW2018.

About Bailard, Inc.

With 50 years of experience, Bailard is an independent, boutique asset and wealth management firm that combines proven, proprietary methodologies with innovative new strategies to drive success for clients. The firm's wealth management team creates bespoke financial plans that grow with a client's individual goals over time, with offerings that include differentiated strategies in real estate and socially responsible impact investing, as well as flagship equity strategies. Bailard's institutional asset management offerings span single asset-class strategies where Bailard's best-in-class research team has unearthed a definable

advantage.* With \$3.8 billion AUM as of September 30, 2018, Bailard's high-touch client service and proven track record are grounded in the firm's core values of openness, fairness, excellence and courage. To learn more about Bailard, please visit: <https://www.bailard.com/>.

** All investments involve a risk of loss. There is no guarantee any strategy will achieve its objectives. Bailard will not offer advice in any jurisdiction where it is prohibited from doing so. Real estate strategies have significant specific risks and are not appropriate for all investors. The application of various environmental, social and governance screens may result in the exclusion of securities that might otherwise merit investment, potentially adversely affecting performance.*

About Pensions & Investments

Pensions & Investments, owned by Crain Communications Inc., is the 45-year-old global news source of money management. *P&I* is written for executives at defined benefit and defined contribution retirement plans, endowments, foundations and sovereign wealth funds, as well as those at investment management and other investment-related firms. *Pensions & Investments* provides timely and incisive coverage of events affecting the money management and retirement businesses. Visit *Pensions & Investments* at www.pionline.com.

About 2018 Pensions & Investments Best Places to Work in Money Management

Pensions & Investments partnered with Best Companies Group, an independent research firm specializing in identifying great places to work, to conduct a two-part survey process of employers and their employees.

The first part consisted of evaluating each nominated company's workplace policies, practices, philosophy, systems and demographics. This part of the process was worth approximately 25% of the total evaluation. The second part consisted of an employee survey to measure the employee experience. This part of the process was worth approximately 75% of the total evaluation. The combined scores determined the top companies.

To be eligible for consideration, companies must meet the following criteria: be a for-profit or not-for-profit business or public agency; have a facility in the United States, have a minimum of 20 full and/or part-time employees working in the United States, have been in business for a minimum of one year, and have at least \$100 million of discretionary assets under management.

This award does not evaluate the quality of services provided to clients and is not indicative of Bailard's future performance. There was no cost for Bailard to enter. This year, a total of 69 firms were placed on the *Pensions & Investments* Best Places to Work in Money Management list. Nineteen managers were recognized in Bailard's category of 50 to 99 employees.