BAILARD NAMED IN PENSIONS & INVESTMENTS BEST PLACES TO WORK IN MONEY MANAGEMENT AWARD

Bailard is recognized by Pensions & Investments following a recent distinction in the CNBC Top 100 Financial Advisors

Foster City, California (December 9, 2019) – Today, Bailard was recognized in the 2019 Best Places to Work in Money Management awards announced by *Pensions & Investments*.

This is the latest of several industry recognitions Bailard has received this year, corresponding with the 50th Anniversary of the founding of the firm. This summer, Bailard was named in the Financial Times 300 Top Registered Investment Advisers for the third consecutive year, and in October, Bailard was named to CNBC's Top 100 Financial Advisors list for factors including the firm's longevity.

"We are honored to be recognized in our industry by organizations including CNBC and *Pensions & Investments* for the value we bring to our employees and clients," said Peter Hill, CEO of Bailard. "Two of our core corporate values are compassion and excellence, and being named a best place to work is proof we are truly living our values each day across our firm."

This is Bailard's second consecutive year being recognized by *Pensions and Investments*, a leading news source of money management. This is *Pensions and Investments'* eighth-annual survey and recognition program dedicated to identifying and recognizing the best employers in the money management industry.

"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. "Our surveys found that the employers on the list were much more likely to offer things like flex time, telecommuting, child and elder care, family leave, job sharing, and adoption assistance."

"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 2019 Pensions & Investments' Best Places to Work in Money Management winners and write-ups, go to www.pionline.com/BPTW2019.

About Bailard Inc.
With 50 years of experience, Bailard is an independent wealth and investment management firm that combines proven, proprietary methodologies with innovative new strategies to drive success for clients. For individuals and institutions alike, Bailard proudly serves as a trusted partner focused on achieving long-term results aligned with client values and goals. An independent firm since our founding in 1969, we stand committed to our values and, most importantly, our clients. With $3.7 billion AUM as of September 30, 2019, Bailard's high-touch client service and proven track record are grounded in the firm's core values of accountability, compassion, courage, excellence, fairness, and independence. To learn more about Bailard, please visit: https://www.bailard.com/.*

About Pensions & Investments
Pensions & Investments, owned by Crain Communications Inc. is the 47-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 and Investments at www.pionline.com

About 2019 Pensions & Investments Best Places to Work in Money 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. *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 have been 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; must be in business a minimum of one year; and have at least $100 million of discretionary AUM. This year, a total of 76 firms were placed on the *Pensions & Investments* Best Places to Work in Money Management list. 17 managers were recognized in Bailard's category of 50 to 99 employees.

About the Financial Times 300 Top Registered Investment Advisors
The Financial Times 300 Top Registered Investment Advisers is an independent listing produced annually by the Financial Times (June 2019). The FT 300 is based on data gathered from RIA firms, regulatory disclosures, and the FT's research. The listing reflected each practice's performance in six primary areas: assets under management, asset growth, compliance record, years in existence, credentials and online accessibility. This award does not evaluate the quality of services provided to clients and is not indicative of the practice's future performance. Neither the RIA firms nor their employees pay a fee to The Financial Times in exchange for inclusion in the FT 300. This was the sixth annual FT 300 list, produced independently by the Financial Times in collaboration with Ignites Research, a subsidiary of the FT that provides business intelligence on the asset management industry.

About the CNBC FA 100 Methodology
CNBC enlisted data provider AccuPoint Solutions to assist with delivering the CNBC FA 100 ranking of registered investment advisors. The methodology consisted of first analyzing a variety of core data points from AccuPoint's database of financial services firms. This analysis started with an initial list of 35,511 RIA firms. AccuPoint then applied weighted categories to further refine and rank the firms, ultimately creating the list of the top 100. The primary data points used in the analysis were reviewed, either as a minimum baseline or within a range, eliminating those firms that did not meet our requirements. Once the initial list was compiled, weightings were also applied accordingly. These data points included: disclosures; number of years in the business; number of employees; number of investment advisors registered with the firm; the ratio of investment advisors to total number of employees; total assets under management; percentage of discretionary assets under management; total accounts under management; number of states where the RIA is registered; and country of domicile. This award does not evaluate the quality of services provided to clients and is not indicative of the practice's future performance. Neither the RIA firms nor their employees pay a fee to CNBC in exchange for inclusion in the FA 100.

** 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.*