

Bailard Named Finalist in Family Wealth Report 2021 Awards

FOSTER CITY, Calif. – February 24, 2021 – Bailard is pleased to announce its naming as a finalist in the Family Wealth Report’s 2021 Awards “Alternative Asset Manager” category. This recognition is specifically focused on the achievements of Bailard’s real estate team. The Bailard Real Estate Fund reached a milestone in 2020—its 30th year since inception—but it wasn’t a year to celebrate as one might have otherwise expected. Yet, earning a finalist spot with the Family Wealth Report has created an opportunity to pause for a moment of positive reflection.

The Firm has long believed in the diversification benefits of alternative asset classes, particularly private real estate. An independent firm since its founding in 1969, Bailard stands committed to its values and, most importantly, its clients. Bailard’s real estate efforts are a perfect example. The Firm’s flagship Bailard Real Estate Fund has a strong 30-year track record of delivering value for investors seeking a diversified real estate portfolio that offers income and the potential for capital appreciation. With a property portfolio in excess of \$1 billion of gross market value, the real estate investment team continuously focuses on “buying right” and delivering value over the long term. This is truly an accomplishment that the Firm’s seasoned 12-member real estate team can celebrate.

This recognition from the Family Wealth Report validates Bailard’s continued commitment to its values. Bailard was built on a foundation of fairness and accountability. And, the Firm’s dedication to its values over the years has enabled it to remain independent in its pursuit of excellence for clients. These core tenets have driven both the Bailard Real Estate Fund’s 30 years of success and Bailard’s more-than-50-year history. And, today, Bailard stands firm in its resolve to uncover value and strong opportunities for investors for another 50 years to come.

Many thanks to the Family Wealth Report for this recognition and cheers to Bailard’s fellow finalists in the Alternative Asset Manager category!

About the Bailard Real Estate Fund *The Fund is an actively-managed U.S.-focused open-end, core equity real estate vehicle with a strategy to maintain and grow a portfolio of high-quality assets diversified across property types, major metro areas, and investment life cycles. As of December 31, 2020, the Fund’s Gross Asset Value was \$1.1 billion, invested in 31 properties across 18 U.S. markets. An investor in the Bailard Real Estate Fund must be an “accredited investor” as defined in Regulation D and provide documentation verifying such status as requested by the Fund.*

About Bailard, Inc. *With over 50 years of experience, Bailard proudly serves as a trusted partner focused on achieving long-term results aligned with client goals. An independent firm since its founding in 1969, Bailard stands committed to its values and, most importantly, its clients. With \$4.4 billion AUM as of December 31, 2020, 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.*

About the Family Wealth Report Awards *The awards program is designed to showcase excellence in the North American wealth sector, and how entrants put their case forward can often be very revealing about the qualities on display. In 2021 there are more than thirty judges coming from family offices, private banks, trusted advisers, consultants and other service providers each of whom has in-depth knowledge and a broad experience. Every submission is carefully reviewed to ensure the best companies and individuals are selected as winners in each category, whilst commercially sensitive information is kept confidential. This recognition does not evaluate the quality of services provided to clients and is not indicative of Bailard's future performance; there was no fee to enter.*

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Disclosures: Bailard, Inc. ("Bailard") is the investment and operating manager of the Bailard Real Estate Investment Trust, Inc. (the "Bailard Real Estate Fund" or the "Fund"); Bailard receives annual fees from the Fund, which are based on the Net Asset Value. The Fund invests primarily in real estate and, as a result, an investment in the Fund entails significant risks that are customarily associated with the development and ownership of income-producing real estate, including illiquidity, changes in supply and demand, and inexact valuation. The Fund's shares fluctuate in value and may be illiquid due to a lack of redemption, the lack of a secondary market and restrictions on transfer. Fees and expenses may offset the return on the investment. The Fund may be leveraged. While projections utilized for acquisitions are based on assumptions that Bailard believes are reasonable under the circumstances, they are subject to uncertainties, changes (e.g., changes in public health, economic, operational, political, legal, tax, and other circumstances), and other risks including, but not limited to, future operating results including rents, occupancy, and other property cash flows, and other expenses. Investors may lose all or a substantial portion of their investment. For a more thorough discussion of the fees and the risks involved in making an investment in the Fund, please refer to its Offering Memorandum. Past performance is no indication of future results. All investments have the risk of loss.