

14th ANNUAL PUBLIC RELATIONS EXECUTIVES MEETING

Innovative & Out-of-the-Box Partnerships



Auburn Bell
Director

June 11, 2014

Legg Mason's History

100+ Years

Brokerage
and
Asset Manager

Combined
Asset
Mgmt Streamlined
Asset
Mgmt

Mackubin, Legg & Company

MASON & COMPANY
INCORPORATED



Brandywine
Asset Management



**LEGG
MASON**

The
RoyceFunds



WESTERN ASSET

citigroup
asset management



PERMAL
GROUP

LEGG MASON
GLOBAL ASSET MANAGEMENT

QS Investors

1899 to
1974

1975 to
2006

2006 to
2009

2010 to
Present

■ AUM

Legg Mason Today

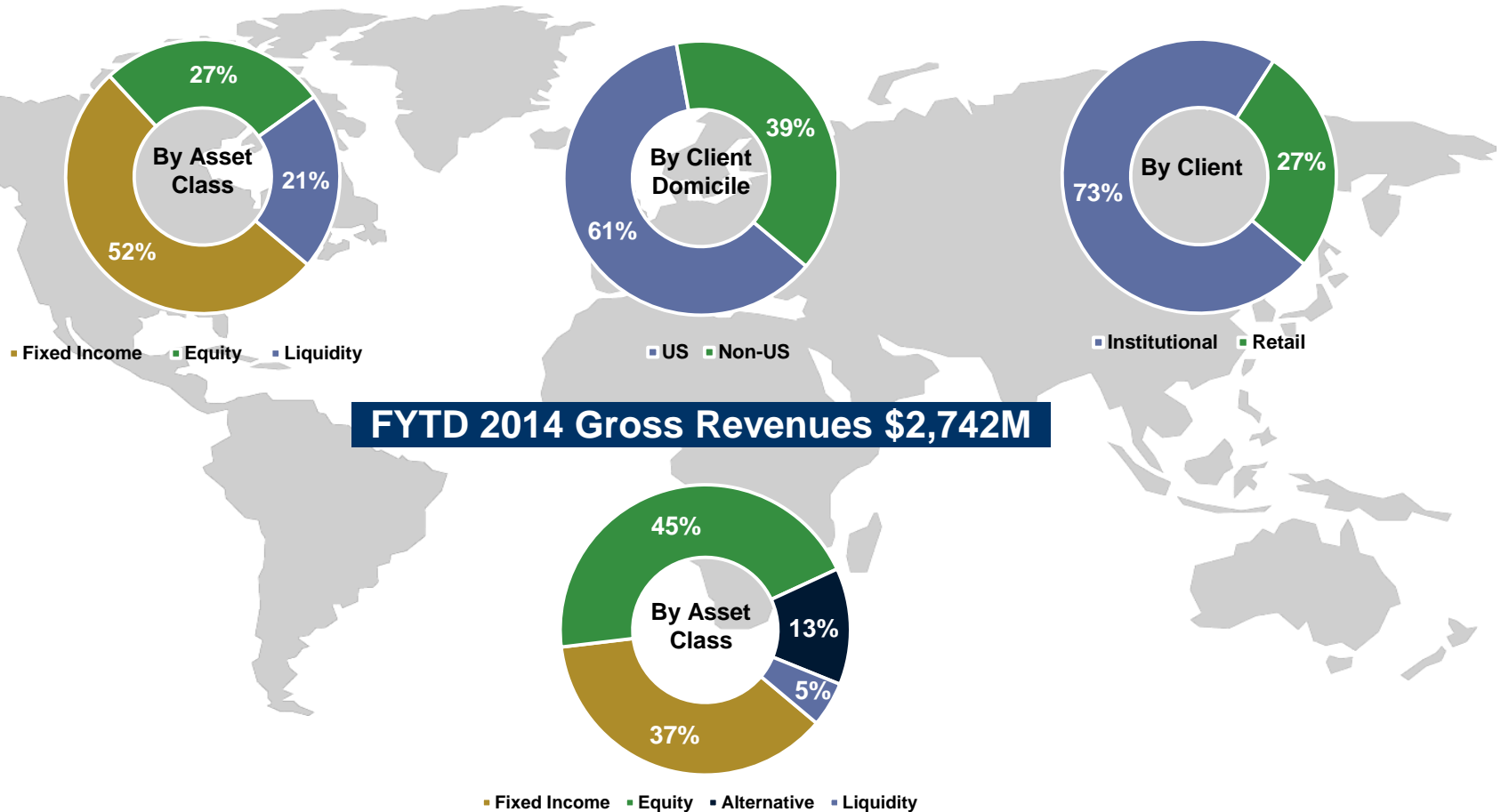
- A Diversified Global Asset Management Firm
- Serving Individual and Institutional Investors for Over a Century
- Approximately 2,800 Employees with Offices Around the World
- Headquartered in Baltimore, Maryland
- Ticker: LM (NYSE)

¹ As of May 21, 2014

² As of April 30, 2014. Effective April 1, 2014, certain client assets previously reported as AUM have been reclassified to Assets Under Advisement (AUA). As a result of this change \$12.4B of AUM are excluded from AUM for the month of April

Asset & Revenue Diversity

Total AUM \$702B



Data as of March 31, 2014

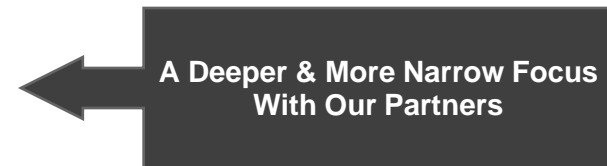
Legg Mason's Philanthropic Focus & Priorities

- Education is our priority, focused on at-risk youth.
- Annual budget is \$1.7 million allocated to Baltimore, NY & Stamford, Ct.



Category	FY12	FY13	FY14	FY15
Education	45%	62%	65%	71%
Health/Human	27%	21%	27%	23%
Community Dev.	17%	8%	3%	1%
Environment	5%	8%	2%	0%
Arts/Culture	6%	1%	3%	0%
TBD	0%	0%	0%	5%

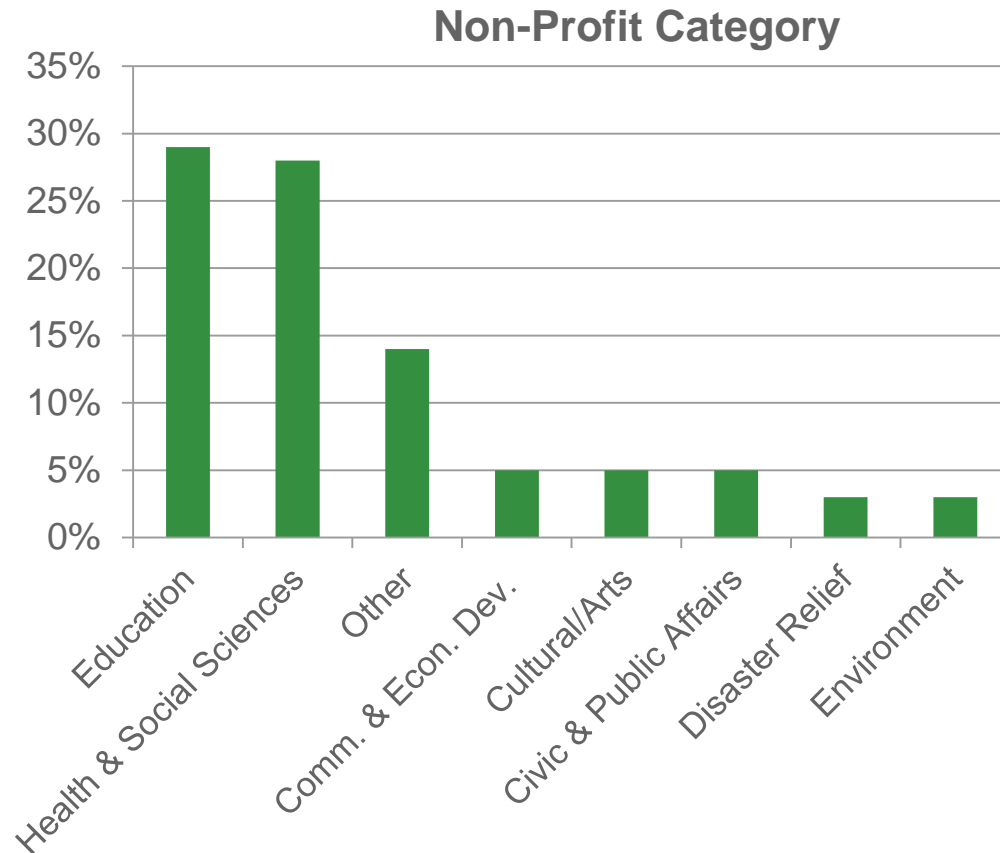
	FY12	FY13	FY14	FY15
# of Partners	129	126	120	75



STRATEGIC FRAMEWORK FOR DEFINING KEY PHILANTHROPIC PARTNERS



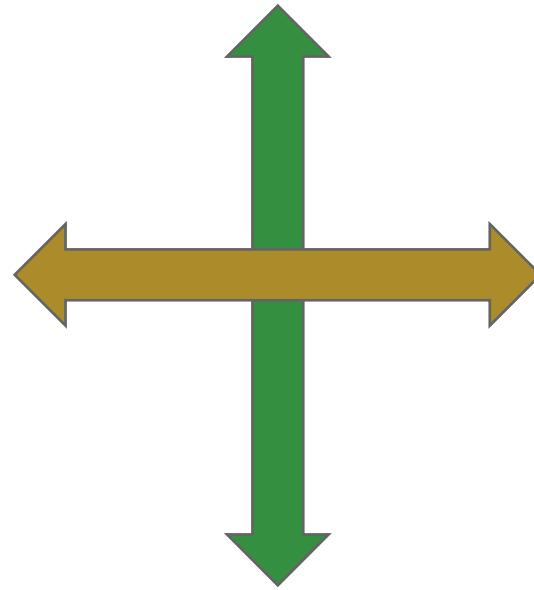
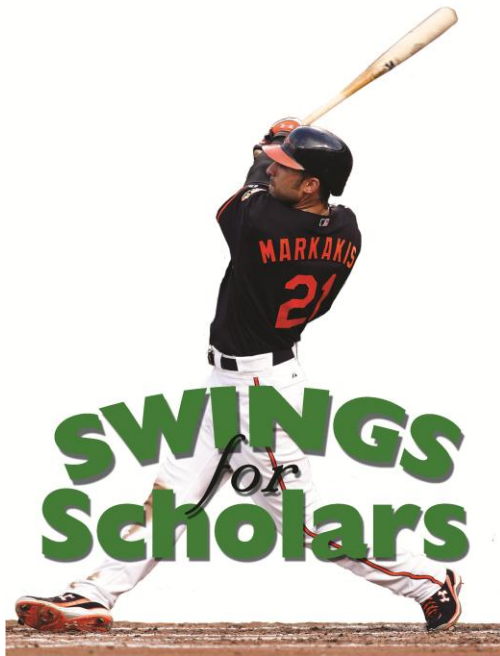
Education Related Programs are the Most Popular Program Area of Support for CECF Members



Based on average percentages of CECF members, N=172

Swings For Scholars Program – 4 Way Partnership

LEGG MASON
GLOBAL ASSET MANAGEMENT



Invest in Baltimore

B C F

BALTIMORE
COMMUNITY
FOUNDATION

BALTIMORE CITY

PUBLIC SCHOOLS

Swings For Scholars Program Support

On-Field Check Presentation



Scoreboard Promotional Support



LM Facebook Page



Swings For Scholars Program Support

Program Launch Media Relations

Legg Mason partners with the Orioles on scholarship fund for city students

Baltimore Business Journal - by [Ryan Sharrow](#) Staff



Baltimore Marathon – School Spirit Contest

- LM is a title sponsor of the Baltimore Marathon / Running Festival.
- School Spirit Contest provides for \$20k in unrestricted school contributions.

