

The background of the slide features a large, detailed sculpture of two bears in a physical struggle, known as the 'FORCES' statue by Harry Weber. The sculpture is rendered in a light, textured material, possibly stone or concrete, and is set against a bright, slightly hazy sky. The word 'STIFEL' is overlaid in the top left corner in a dark blue, serif font.

STIFEL

Investor Presentation

September 9, 2020

Stifel's "**FORCES**" statue by Harry Weber

Disclaimer

Forward-Looking Statements

This presentation may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 that involve significant risks, assumptions, and uncertainties, including statements relating to the market opportunity and future business prospects of Stifel Financial Corp., as well as Stifel, Nicolaus & Company, Incorporated and its subsidiaries (collectively, “SF” or the “Company”). These statements can be identified by the use of the words “may,” “will,” “should,” “could,” “would,” “plan,” “potential,” “estimate,” “project,” “believe,” “intend,” “anticipate,” “expect,” and similar expressions. In particular, these statements may refer to our goals, intentions, and expectations, our business plans and growth strategies, our ability to integrate and manage our acquired businesses, estimates of our risks and future costs and benefits, and forecasted demographic and economic trends relating to our industry.

You should not place undue reliance on any forward-looking statements, which speak only as of the date they were made. We will not update these forward-looking statements, even though our situation may change in the future, unless we are obligated to do so under federal securities laws.

Actual results may differ materially and reported results should not be considered as an indication of future performance. Factors that could cause actual results to differ are included in the Company’s annual and quarterly reports and from time to time in other reports filed by the Company with the Securities and Exchange Commission and include, among other things, changes in general economic and business conditions, actions of competitors, regulatory and legal actions, changes in legislation, and technology changes.

Use of Non-GAAP Financial Measures

The Company utilized certain non-GAAP calculations as additional measures to aid in understanding and analyzing the Company’s financial results for the six months ended June 30, 2020. Specifically, the Company believes that the non-GAAP measures provide useful information by excluding certain items that may not be indicative of the Company’s core operating results and business outlook. The Company believes that these non-GAAP measures will allow for a better evaluation of the operating performance of the business and facilitate a meaningful comparison of the Company’s results in the current period to those in prior and future periods. Reference to these non-GAAP measures should not be considered as a substitute for results that are presented in a manner consistent with GAAP. These non-GAAP measures are provided to enhance investors’ overall understanding of the Company’s current financial performance. The non-GAAP financial information should be considered in addition to, not as a substitute for or as being superior to, operating income, cash flows, or other measures of financial performance prepared in accordance with GAAP. These non-GAAP measures primarily exclude expenses which management believes are, in some instances, non-recurring and not representative of ongoing business.

A limitation of utilizing these non-GAAP measures is that the GAAP accounting effects of these charges do, in fact, reflect the underlying financial results of the Company’s business and these effects should not be ignored in evaluating and analyzing its financial results. Therefore, the Company believes that GAAP measures and the same respective non-GAAP measures of the Company’s financial performance should be considered together.

The background of the slide features two large, light-colored mammoth skulls. They are positioned as if they are embracing each other, with their snouts and tusks touching. The scene is set against a bright, cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the text 'Our Strategy'.

Our Strategy

Strategic Vision

To build a premier wealth management and investment banking firm

Global Wealth Management

Private Client

2,232 financial advisors in 389 branches with \$276B in client assets

Asset Management

\$26B in total assets managed through various strategies

Bank

\$18.1B in assets funded by client deposits

Institutional

Equities Sales + Trading

Experienced sales force with extensive distribution capabilities

Fixed Income Sales + Trading

Comprehensive platform including research, strategy and DCM teams

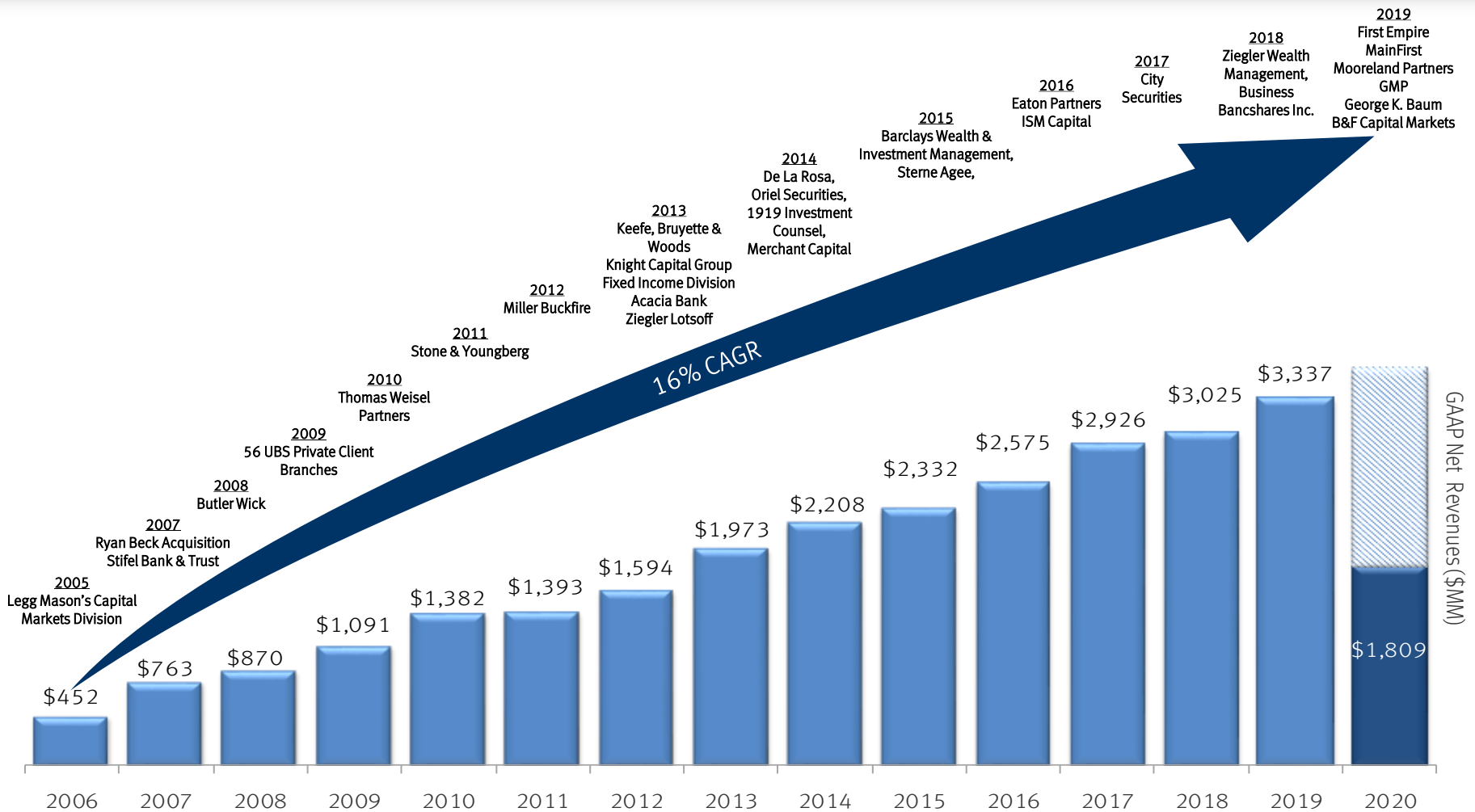
Investment Banking

Over 600 professionals with extensive experience across all products and industry verticals

Research

Largest U.S. research platform with nearly 1,300 stocks covered in addition to more than 630 stocks covered in Europe, and nearly 190 stocks covered in Canada

A History of Organic Growth & Acquisitions



*2020 full year GAAP net revenue based on annualized results as of 06/30/2020

The background of the slide features two large, detailed mammoth skulls facing each other. The image is heavily tinted with a blue color, which is most prominent in a central horizontal band. The skulls are rendered with fine detail, showing the texture of the bone and the sharp edges of the teeth and horns.

Stifel Overview

Stifel – Premier Investment Bank and Wealth Management Firm

Stifel at a Glance 2019 GAAP Net Revenue - \$3.3 billion

Global Wealth Management (GWM) 2019 Net Revenue - \$2.1 billion

- Private Client
- Stifel Bancorp
- Margin and Securities-based Lending
- Asset Management

Institutional Group (IG) 2019 Net Revenue - \$1.2 billion

- Equity & Fixed Income Capital Raising
- M&A Advisory / Restructuring
- Institutional Equity and Fixed Income Brokerage
- Independent Research

- Low leverage (6.6x) ⁽¹⁾ ⁽²⁾, \$3.9 billion stockholders' equity ⁽²⁾ and \$3.6 billion market capitalization ⁽³⁾
- 29% Insider ownership aligns employees' interests with other shareholders ⁽⁴⁾
- Approximately 8,400 full-time associates⁽²⁾
- Balanced business mix (64% GWM / 36% IG) (2019 net revenues)
- National presence with 2,232 financial advisors⁽²⁾
- Largest U.S. equity research platform with approximately 1,300 stocks under coverage⁽²⁾
- Broad investment banking and institutional sales and trading capabilities – domestic and international

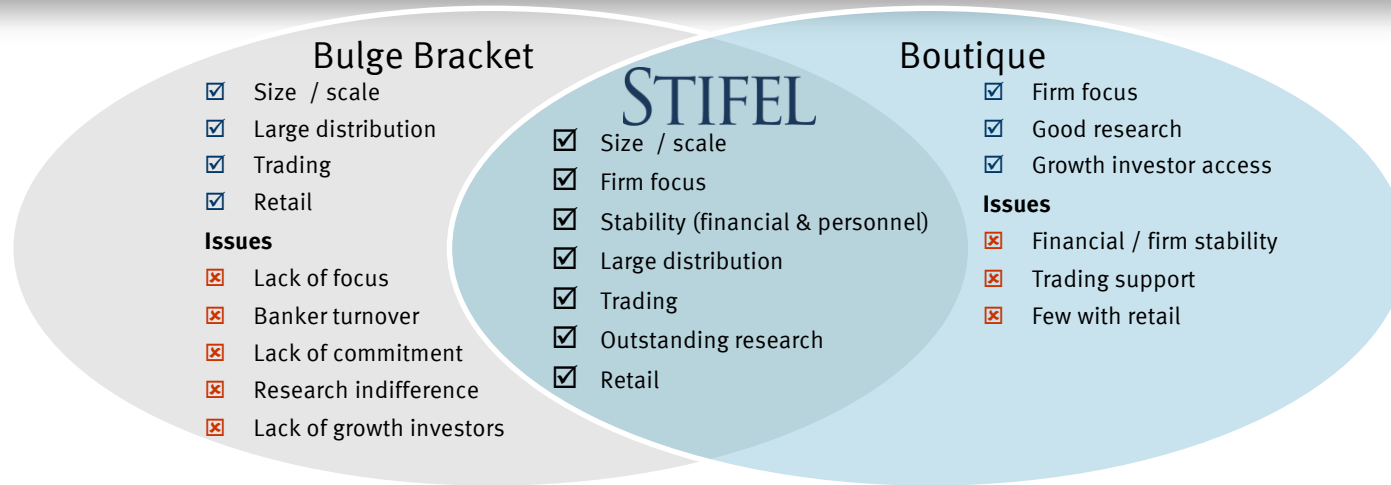
(1) Assets / equity.

(2) As of 06/30/2020

(3) As of 09/04/2020

(4) Insider ownership percentage includes all units outstanding, as of March 18, 2020.

Leading broker-dealer providing wealth management and institutional services to consumers and companies



Institutional

- **LARGEST** provider of U.S. equity research
- **3rd LARGEST** U.S. investment bank by U.S. equity trading volume outside of the Bulge Bracket firms⁽¹⁾
- **FULL SERVICE** investment banking with expertise across products and industry sectors
- **ACCESS TO** top ten private client platform

(1) Based on 2019 U.S. trading volume per Bloomberg, as of 02/06/2020
 (2) Source: Publicly available information for U.S. brokerage networks. Includes investment banks only.

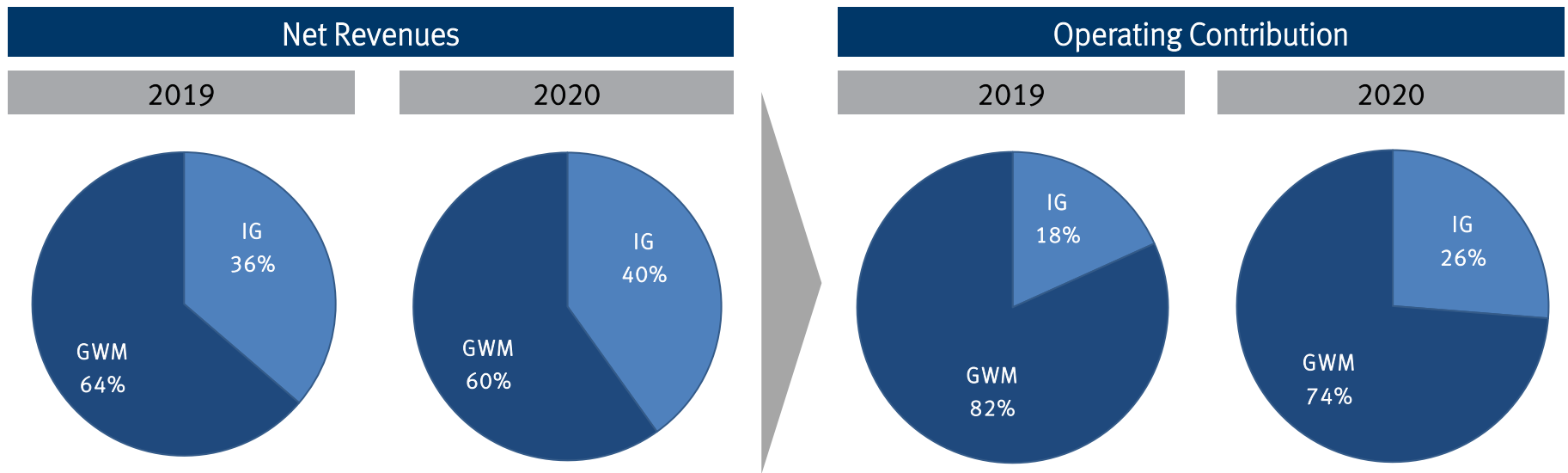
Wealth Management

#7 Largest Retail Brokerage Network⁽²⁾

Rank	Firm	Brokers
1	Bank of America Merrill Lynch	17,888
2	Morgan Stanley Wealth Management	15,399
3	Wells Fargo Securities	13,298
4	Raymond James Financial	8,155
5	UBS	6,410
6	JPMorgan	2,869
7	Stifel Financial Corp.	2,232
8	Oppenheimer & Co.	1,029

Well-diversified, Low Risk Business Model with Balanced Retail and Institutional Exposure

- Unburdened by capital constraints
- Low leverage business model and conservative risk management
- Limited balance sheet risk
- Stable wealth management business is augmented by profitable and growing institutional business
- Drive revenue synergies by leveraging the wealth management and institutional business

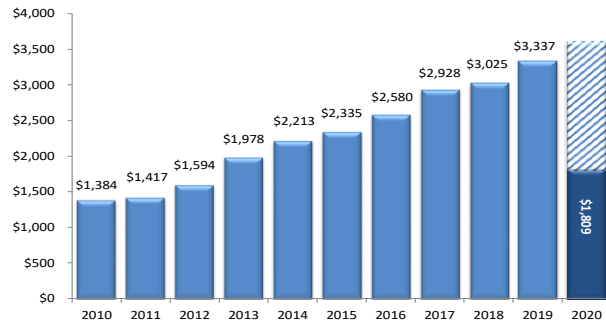


Balanced business model facilitates growth in all market environments

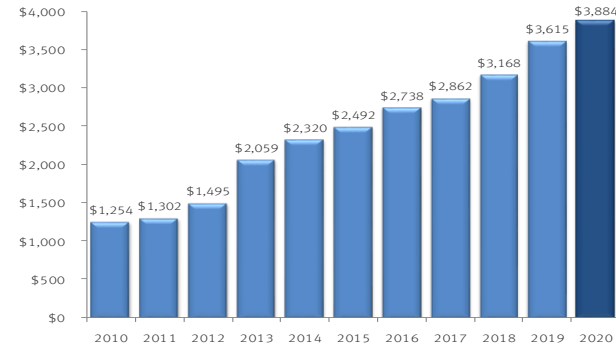
Note: Net revenues and operating contribution percentages based on full year 2019 & 1H 2020, excludes the Other segment.

A Stable Track Record Through Multiple Business Cycles

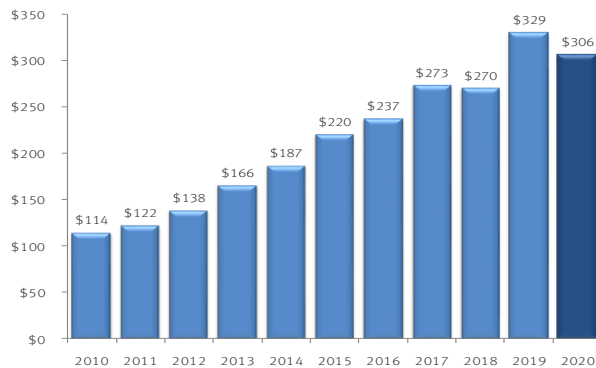
Non-GAAP Net Revenues⁽¹⁾⁽⁴⁾ (\$MM)



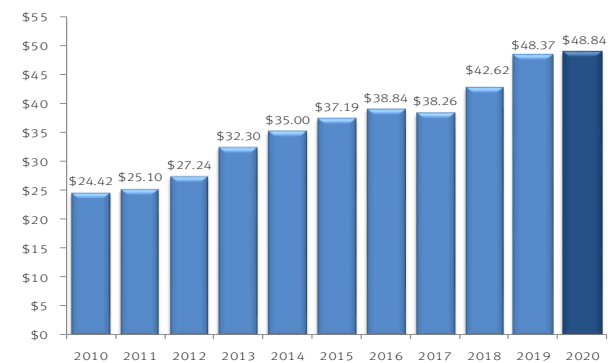
Total Equity⁽¹⁾ (\$MM)



Total Client Assets⁽¹⁾⁽²⁾ (\$BN)



Book Value Per Share⁽¹⁾⁽²⁾⁽³⁾



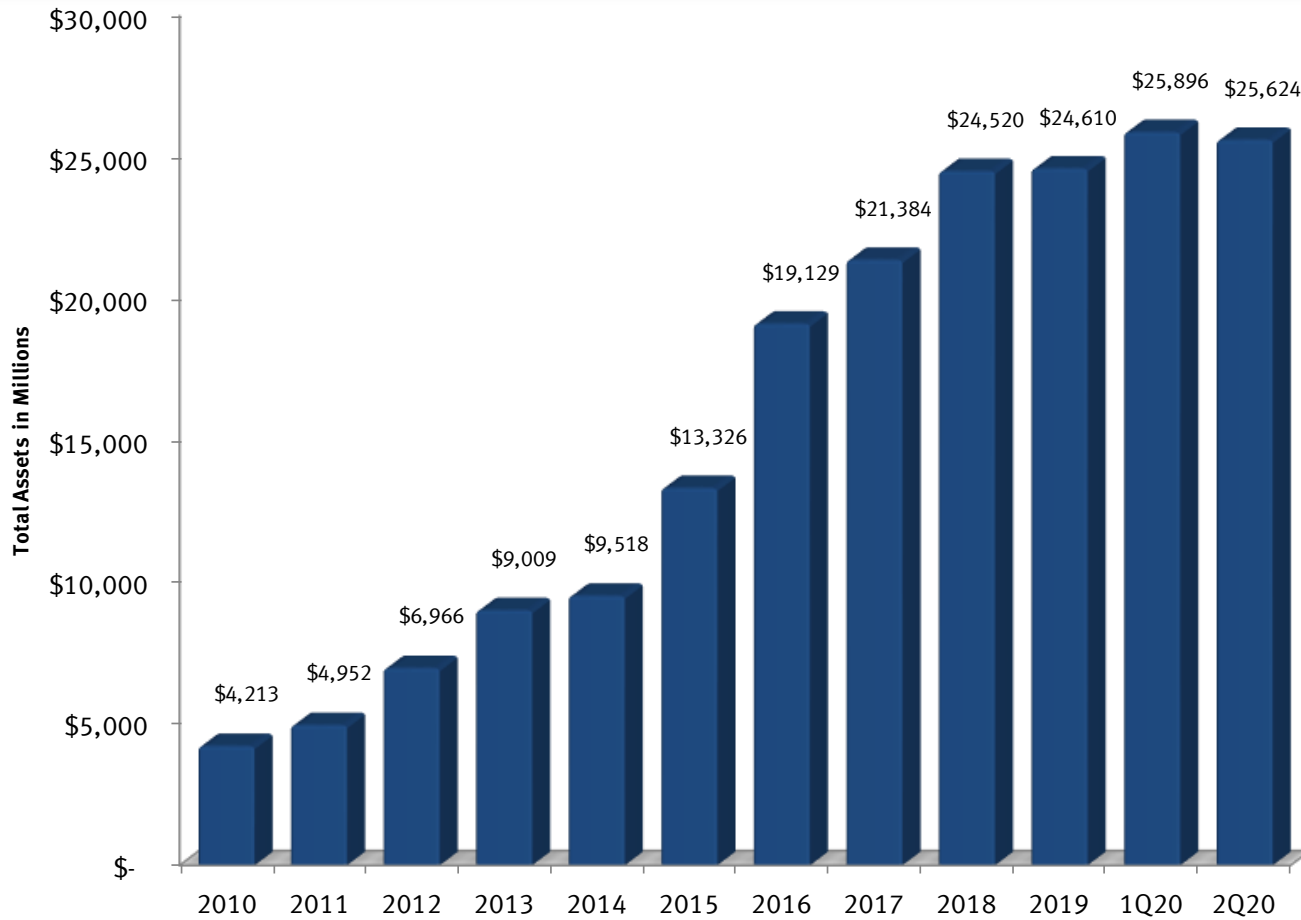
(1) 2019 Non-GAAP Net Revenue, Total Equity, Total Client Assets, and Book Value Per Share are as of 06/30/2020

(2) Excludes impact of sale of Sterne Agee Independent Contractor & Correspondent Clearing businesses

(3) Book Value Per Share adjusted for April 2011 three-for-two stock split (2006-2010) and represents common equity per shares outstanding

(4) 2020 full year non-GAAP net revenue based on annualized results as of 06/30/2020

Balance Sheet Growth



	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	1Q20	2Q20
Tier 1 Leverage	25.6%	21.4%	17.7%	15.4%	16.5%	16.6%	10.2%	9.5%	9.3%	10.0%	9.6%	11.0%
Tier 1 Risk Based Capital	29.1%	27.4%	26.8%	26.7%	25.0%	26.3%	20.3%	19.0%	18.2%	17.6%	16.6%	19.3%



Global Wealth Management

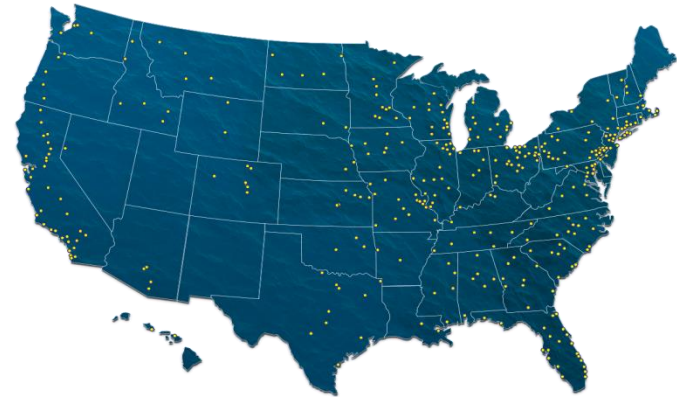
Global Wealth Management (GWM)

Provides Securities Brokerage Services and Stifel Bank Products

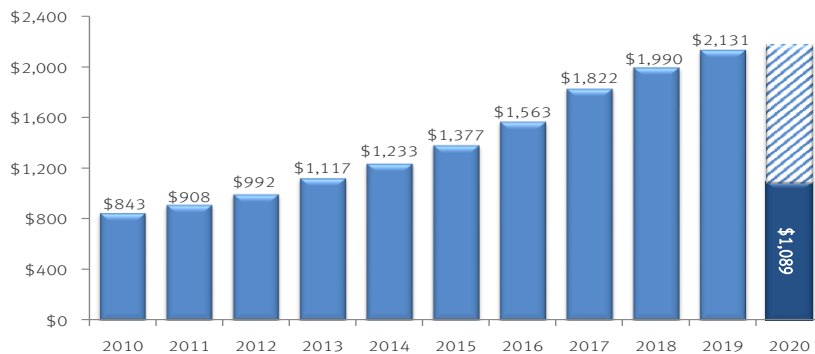
Overview

- Grown from 600+ financial advisors in 2005 to 2,232 financial advisors currently
- Proven organic growth and acquirer of private client business
- Strategy of recruiting experienced advisors with established client relationships
- Expanding U.S. footprint

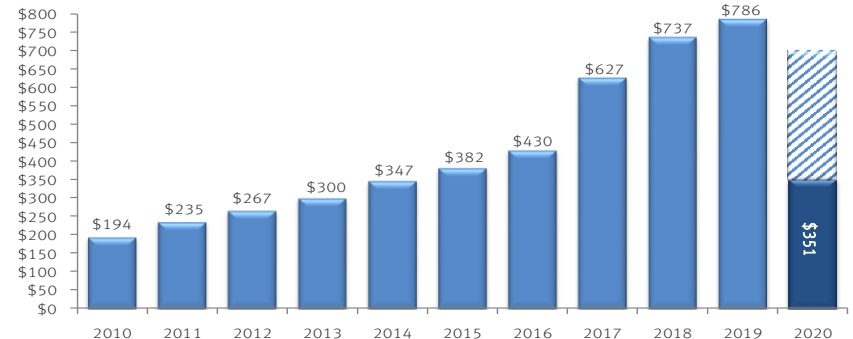
National Presence



Net Revenues⁽¹⁾ (\$MM)



Operating Contribution⁽¹⁾ (\$MM)



(1) 2020 full year GAAP net revenues & operating contribution based on annualized results as of 06/30/2020.

Building Scale and Capabilities into a \$2.1 Billion Revenue Segment

Private Client	Bank
----------------	------

RYAN BECK & CO.

BW ButlerWick
investments-trust-insurance


56 UBS
Branches

19/19 INVESTMENT
COUNSEL

sterne
agee

 **BARCLAYS**

 **CITY SECURITIES**
CORPORATION

 Ziegler | Wealth Management

 **FIRSTSERVICE BANK**
RELATIONSHIP BANKING

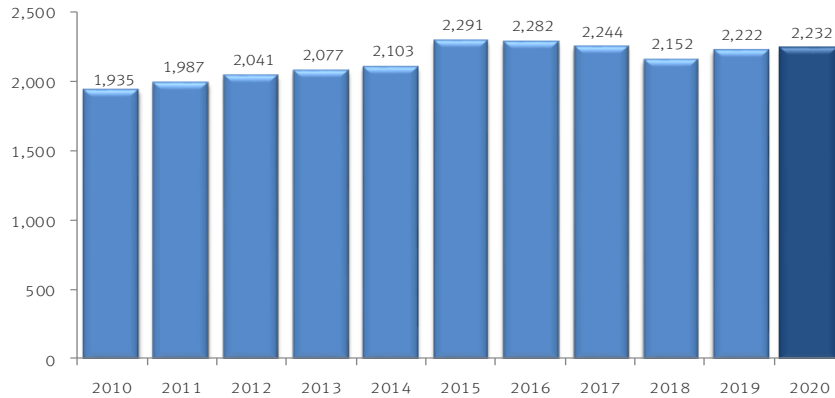

ACACIA
FEDERAL SAVINGS BANK

 **THE BUSINESS BANK**
OF SAINT LOUIS

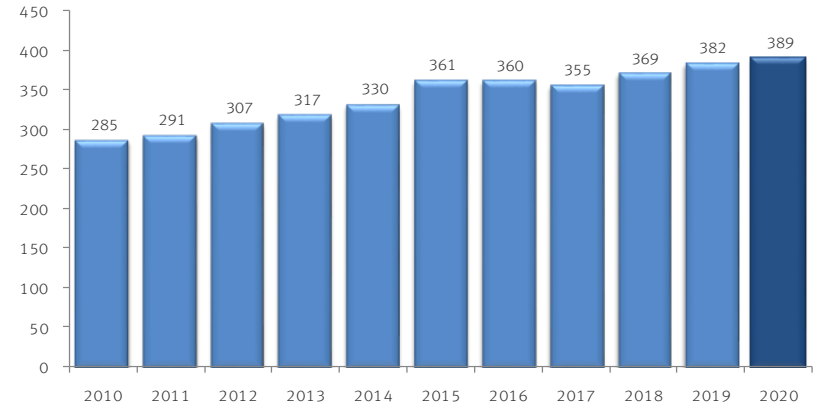
GWM - Private Client Group

Key Operating Metrics

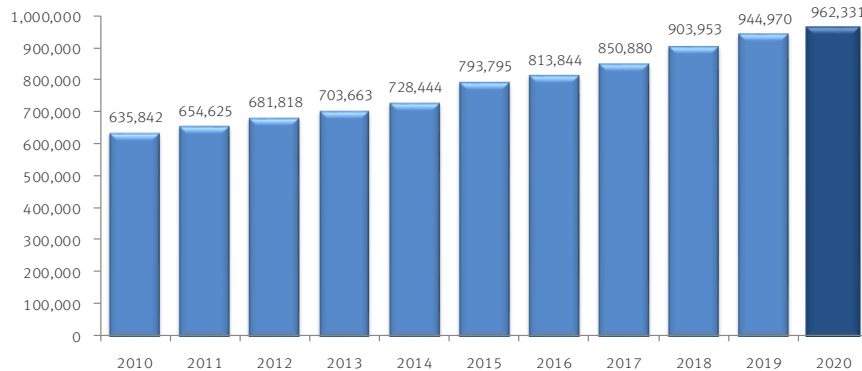
Financial Advisors⁽¹⁾⁽²⁾⁽³⁾



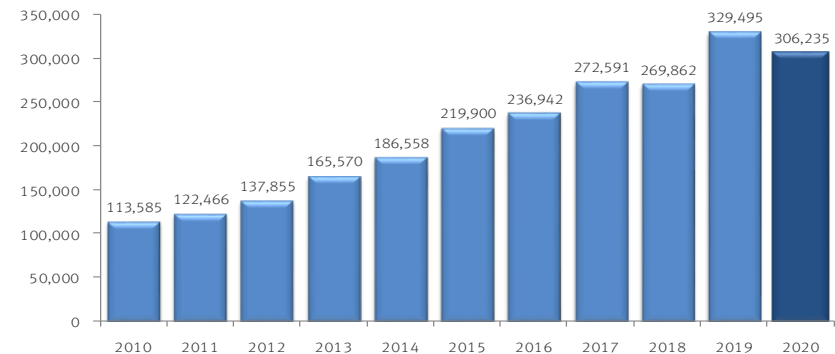
Branches⁽¹⁾⁽²⁾



Accounts⁽¹⁾⁽²⁾



Total Client Assets⁽¹⁾⁽²⁾ (\$MM)



- (1) 2020 Financial Advisors, Branches, Accounts, and Total Client Assets are as of 06/30/2020
- (2) Excludes Legacy Sterne Agee Independent Contractor Business.
- (3) 2018, 2019, & 2020 reflect change in the definition of producing brokers as of January 1, 2019.

GWM – Stifel Bancorp, Inc.

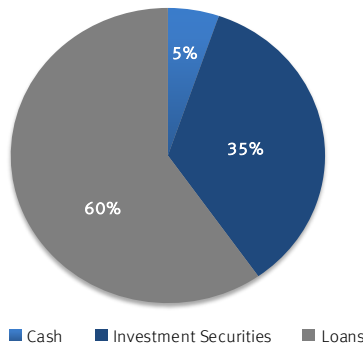
Overview

- Acquired FirstService Bank, a St. Louis-based, Missouri-chartered commercial bank, in April 2007
- Stifel Financial became a bank holding company and financial services holding company
- Substantial Balance sheet growth with low-risk assets
- Funded by Stifel Nicolaus client deposits
- Maintain high levels of liquidity

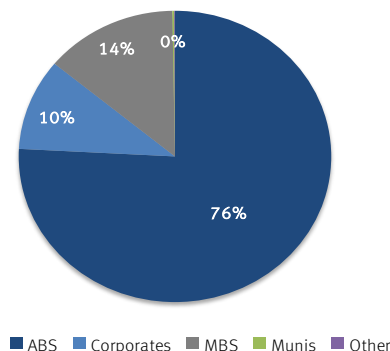
Key Statistics (000s) ⁽¹⁾⁽²⁾

Total assets	\$18,123
Total deposits	16,302
Total equity	1,378
ROAA	1.26%
ROAE	18.22%
Tier 1 Risk Based Capital	12.40%
Tier 1 Leverage	7.20%
NPAs/Assets	0.08%

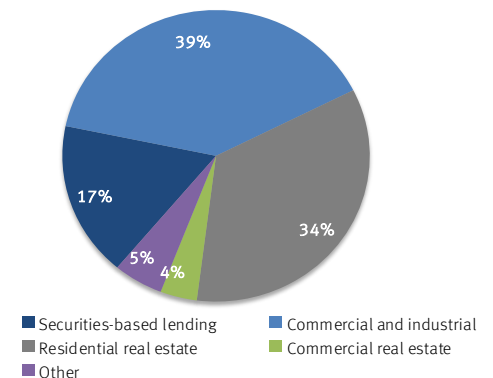
Interest Earnings Assets



Investment Portfolio



Loan Portfolio ⁽³⁾



Note: Key Statistic Data as of 06/30/2020.


(1) ROAA, ROAE, as well as Tier 1 capital ratios specific to Stifel Bank & Trust

(2) NPAs include: nonaccrual loans, restructured loans, loans 90+ days past due, and other real estate owned.

(3) Other includes construction and land, consumer loans, and home equity lines of credit.

Growing Asset Management Capabilities

Asset Management Subsidiaries with \$25.7 Billion in Client Assets

			
Assets	\$15.4 Billion	\$3.6 Billion	\$6.7 Billion
Offices	Baltimore Birmingham Cincinnati New York Philadelphia San Francisco	Baltimore Boston	Florham Park, NJ San Francisco

As of June 30, 2020. 1919 Investment Counsel, LLC, EquityCompass Investment Management, LLC, and Washington Crossing Advisors, LLC are wholly-owned subsidiaries and affiliated SEC Registered Investment Advisers of Stifel Financial Corp. Assets represents the aggregate fair value of all discretionary and non-discretionary Assets Under Management and Assets Under Advisement, including fee-paying and non-fee-paying portfolios.

The background of the slide features two large, detailed sculptures of mammoths. One mammoth is in the foreground, facing right, with its trunk and tusks clearly visible. Another mammoth is behind it, facing left, with its mouth open as if roaring or trumpeting. The sculptures are set against a bright, cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the text 'Institutional Group' in white.

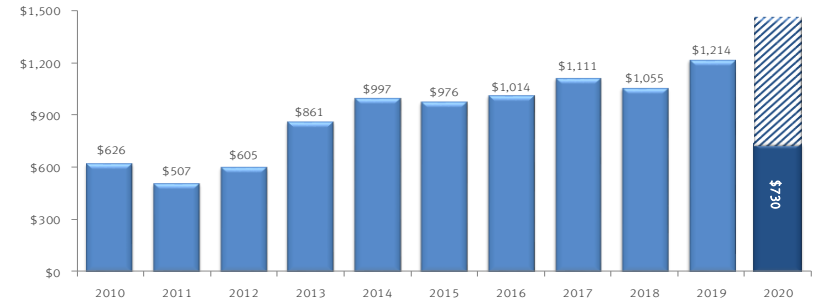
Institutional Group

Institutional Group

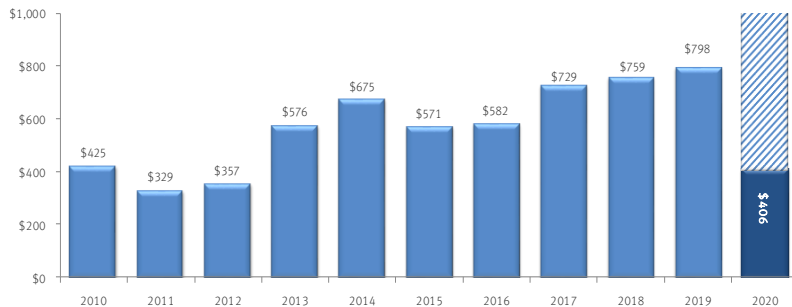
Overview

- Provides securities brokerage, trading, research, underwriting and corporate advisory services
- Largest provider of U.S. Equity Research
- 3rd largest U.S. Investment bank by U.S. equity trading volume outside of the Bulge Bracket firms⁽¹⁾
- Full-service Investment Bank
- Comprehensive Fixed Income platform

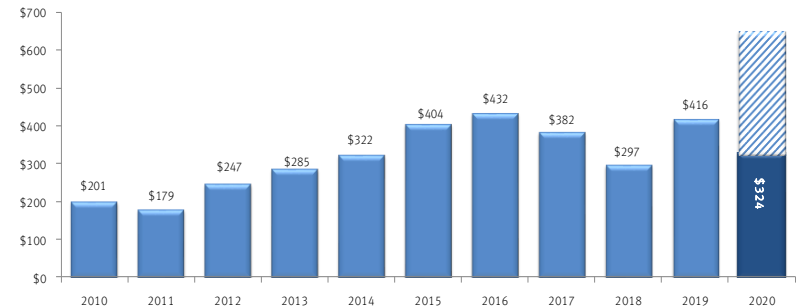
Net Revenues (\$MM)⁽²⁾⁽³⁾



Equity Brokerage + Investment Banking



Fixed Income Brokerage + Investment Banking



- (1) Based on 2019 U.S. trading volume per Bloomberg, as of 02/06/2020 (Stifel & KBW).
- (2) Includes Thomas Weisel historical investment banking revenues through September 30, 2010.
- (3) 2012 includes realized and unrealized gains on the Company's investment in Knight Capital Group, Inc. of \$39.0 million
- (4) 2020 full year net revenue based on annualized results as of 06/30/2020

Building Scale and Capabilities into a \$1.2 Billion Revenue Segment

Investment Banking



GMP

Fixed Income



Knight



FIRST EMPIRE



B&F CAPITAL MARKETS, INC.



Equities



Institutional Group – Advisory

2010-2020: Leadership in M&A of Public Companies and deals < \$1bn

All Deals < \$1 Billion in Value

All Firms

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	436	407	843	\$148.5
2	Goldman Sachs	473	340	813	375.9
3	Piper Sandler	515	280	795	157.3
4	JPMorgan	430	329	759	342.1
5	RBC Capital Markets	417	248	665	206.0
6	Morgan Stanley	319	319	638	277.7
7	BofA Securities	325	295	620	289.7
8	Jefferies LLC	405	195	600	216.5
9	Barclays	250	275	525	244.5
10	Citi	280	245	525	223.5

Public Deals < \$1 Billion in Value

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	217	372	589	\$110.4
2	Piper Sandler	208	241	449	91.4
3	JPMorgan	64	279	343	154.5
4	Goldman Sachs	58	272	330	149.2
5	Morgan Stanley	56	245	301	129.6
6	BofA Securities	56	235	291	134.3
7	Barclays	35	204	239	111.2
8	Citi	30	195	225	102.3
9	Raymond James & Associates Inc	85	134	219	34.8
10	RBC Capital Markets	41	176	217	69.2

Middle Market Firms

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	436	407	843	\$148.5
2	Piper Sandler	515	280	795	157.3
3	Jefferies LLC	405	195	600	216.5
4	Houlihan Lokey	394	123	517	112.9
5	Raymond James & Associates Inc	249	151	400	66.1
6	Moelis & Co	243	110	353	114.6
7	BMO Capital Markets	190	134	324	104.6
8	Rothschild & Co	194	111	305	87.2
9	Canaccord Genuity Corp	158	105	263	41.4
10	Macquarie Group	123	135	258	73.7

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	217	372	589	\$110.4
2	Piper Sandler	208	241	449	91.4
3	Raymond James & Associates Inc	85	134	219	34.8
4	Jefferies LLC	68	125	193	76.2
5	Canaccord Genuity Corp	69	97	166	28.4
6	Houlihan Lokey	69	82	151	33.3
7	BMO Capital Markets	53	97	150	52.7
8	TD Securities Inc	34	98	132	40.3
9	Macquarie Group	28	95	123	34.5
10	Rothschild & Co	33	81	114	33.2

Source: Dealogics M&A Analytics as of 07/31/20.

Note: Includes all sell-side and buy-side strategic or sponsor-backed disclosed value deals, where the deal is announced between 2010 and 2020, with a U.S. target, acquirer, acquirer subsidiary or divestor, and a final stake greater than 50%.

Institutional Group – Equity Underwriting

Accomplished U.S. Equity Underwriting Franchise – All Equity Transactions

All Managed Equity Deals Since 2010

(\$ in billions)			
Rank	Firm	# of Deals	\$ Volume
1	JPMorgan	2,282	\$1,249.6
2	BofA Securities	2,143	\$1,209.1
3	Morgan Stanley	2,034	\$1,186.7
4	Citi	1,949	\$1,186.6
5	Goldman Sachs	1,844	\$1,144.2
6	Credit Suisse	1,692	\$972.6
7	Barclays	1,673	\$977.9
8	Wells Fargo Securities	1,599	\$836.3
9	Stifel	1,523	\$489.0
10	RBC Capital Markets	1,403	\$716.3
11	Deutsche Bank	1,345	\$821.1
12	Piper Sandler	1,221	\$409.1
13	Raymond James & Associates Inc	1,111	\$424.1
14	UBS	1,053	\$605.4
15	Jefferies LLC	1,047	\$271.0
16	Truist Financial Corp	907	\$394.1
17	Cowen & Company LLC	875	\$188.7
18	Robert W Baird & Co	800	\$238.7
19	JMP Securities LLC	744	\$160.7
20	William Blair & Co LLC	736	\$206.0
21	Oppenheimer & Co Inc	725	\$175.9
22	BMO Capital Markets	630	\$227.7
23	B Riley FBR Inc	619	\$111.7
24	KeyBanc Capital Markets	613	\$257.8
25	Canaccord Genuity Corp	598	\$102.1

Bookrun Equity Deals Since 2010

(\$ in billions)			
Rank	Firm	# of Deals	\$ Volume
1	JPMorgan	2,115	\$255.5
2	BofA Securities	1,975	\$213.8
3	Morgan Stanley	1,899	\$264.1
4	Citi	1,756	\$220.8
5	Goldman Sachs	1,731	\$262.0
6	Credit Suisse	1,465	\$174.2
7	Barclays	1,437	\$180.8
8	Wells Fargo Securities	1,159	\$87.0
9	Deutsche Bank	1,096	\$115.1
10	Jefferies LLC	929	\$48.8
11	RBC Capital Markets	813	\$61.9
12	UBS	797	\$70.6
13	Stifel	622	\$27.9
14	Piper Sandler	588	\$26.6
15	Cowen & Company LLC	546	\$22.5
16	SVB Leerink	383	\$16.9
17	Raymond James & Associates Inc	378	\$15.1
18	BMO Capital Markets	295	\$16.1
19	Roth Capital Partners	234	\$3.7
20	Robert W Baird & Co	221	\$8.3
21	William Blair & Co LLC	210	\$7.1
22	Cantor Fitzgerald & Co	195	\$11.7
23	Truist Financial Corp	189	\$11.5
24	Oppenheimer & Co Inc	158	\$3.7
25	Evercore Inc	156	\$10.8

Source: Dealogic. Rank eligible SEC registered IPOs and Follow-On offerings since 2010. Includes demutualizations. As of 07/31/20. Overlapping deals between Stifel and its acquired firms have been removed.

Note: \$ Volume represents full credit to underwriter for All Managed Equity Deals and apportioned credit to bookrunner for Bookrun Equity Deals. Bold font indicates middle-market firms.

Institutional Group – Research

Largest U.S. Equity Research Platform

U.S. Equity Research Coverage ⁽¹⁾⁽²⁾

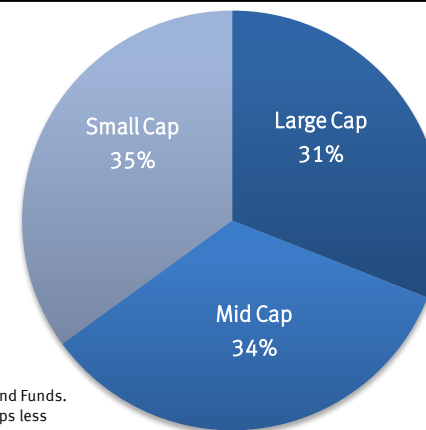
Rank	Firm	Companies Under Coverage		
		Overall	Mid Cap	Small Cap
1	Stifel / KBW	1,177	426	359
2	JPMorgan	1,169	402	174
3	BofA Merrill Lynch	1,067	354	124
4	Jefferies & Co.	947	311	203
5	Citi	874	262	116
6	Goldman Sachs	865	271	75
7	Wells Fargo Securities, Llc	863	301	130
8	Morgan Stanley	856	263	82
9	Raymond James	850	291	251
10	Barclays	788	232	97
11	RBC Capital Markets	773	265	101
12	Piper Sandler Companies	773	221	298
13	Credit Suisse	765	228	92
14	Cowen And Company	664	190	177
15	Suntrust Robinson Humphrey	647	268	128
16	Robert W. Baird & Co., Inc.	646	223	97
17	UBS	632	172	44
18	Evercore ISI	614	145	72
19	Morningstar, Inc.	568	115	16
20	Deutsche Bank Securities	557	147	58

(1) Source: StarMine rankings as of 06/30/2020. Overall coverage includes only companies with a rating & domiciled in the U.S. Does not include Closed End Funds.
 (2) StarMine 2020 includes KBW, U.S. only. Overall coverage includes only companies with a rating and domiciled in the U.S. Small Cap includes market caps less than \$1 billion; Mid Cap includes market caps less than \$5 billion.

Stifel Research Highlights

- Largest provider of U.S. Equity Research Platform
- #1 U.S. provider of Financial Services coverage
- #1 ranked broker for North American NDRs
- #2 ranked for most Thomson Reuters StarMine Awards in last 15 years
- Ranked in the Top 10 each year for the last 13 years in the Thomson Reuter StarMine Analyst Awards

Coverage Balanced Across All Market Caps ⁽¹⁾



Institutional Group – Equity Sales and Trading

Powerful Platform Spanning North America and Europe

Institutional Equity Sales

- 116 person sales force
- Experts in small and mid cap growth and value
- Team-based sales model with 2 - 4 coverage sales people per account
- Team leaders have an average of 20 years experience
- Offices in all major institutional markets in North America & Europe
- Accounts range from large mutual funds to small industry-focused investors
- Managed over 700 non-deal roadshow days in 2019
- Extensive experience with traditional and overnight corporate finance transactions

Equity Trading

- 49 sales traders located in Baltimore, New York, Boston, San Francisco, Geneva, London, Toronto, Frankfurt, and Paris
- 32 position traders covering each major industry
- 19 specialized traders focused on: Option Trading, Convertible & ETF Trading
- Profitable model with advantages of scale

Extensive Distribution Network

- Relationships with over 3,500 institutional accounts globally
- Active daily market maker in over 4,000 stocks
- Traded over 6.6 billion shares in 2019*
- Complete coverage of North America and Europe for North American listed equities
- Major liquidity provider to largest equity money management complexes
- Multi-execution venues: high-touch, algorithms, program trading, and direct market access
- Dedicated convertible sales, trading, and research desk

*Based on trading volumes for Stifel & KBW

Institutional Group – Fixed Income Capital Markets

Strong Fixed Income Brokerage Capabilities

Institutional Fixed Income Sales

- Comprehensive platform
 - 80+ traders with annual client trade volume more than \$600 billion¹
 - 60+-person Fixed Income Research and Strategy Group
- Widespread distribution
 - 200+ institutional sales professionals covering more than 8,500 accounts
 - 50+ institutional fixed income offices nationwide
 - Offices in Frankfurt, Geneva, London, Madrid, Milan, Munich, Paris and Zurich

Institutional Fixed Income Trading

- Unmatched distribution network for clients, issuers and debt investors
 - 65+ credit sales specialists in U.S. and Europe
 - Actively trading with accounts in the U.S., Europe and Asia
 - Deep relationships across insurance, depositories and asset managers
 - Extensive network of retail and high net-worth clients

Platform & Products

- | | | |
|---|--|--|
| ■ Customer-driven | ■ US Government and Agency Securities | ■ High Yield and Distressed Credit |
| ■ Focus on long-only money managers and income funds, depositories, and hedge funds | ■ Mortgage-Backed Securities (MBS) | ■ Loan Trading Group |
| ■ Consistency of execution | ■ Whole Loans | ■ Hybrid Securities |
| ■ Identification of relative value through asset class/security selection | ■ Government-Guaranteed Loans | ■ Emerging Markets |
| | ■ Asset-Backed Securities (ABS) | ■ Structured Products |
| | ■ Commercial Mortgage-Backed Securities (CMBS) | ■ Investment Grade Credit |
| | ■ Certificates of Deposit | ■ Municipal Sales and Trading and Public Finance |
| | ■ Litigation Finance | ■ UK Sales and Trading |

*All data as of 07/31/2020

(1) Trailing 12-months, 07/31/2020

Institutional Group – Public Finance

Overview

- Stifel has been growing its public finance practice both organically and through acquisitions over the past seven years including De La Rosa, Merchant Capital, Sterne Agee, City Securities, and George K. Baum.
- Stifel has ranked in the top ten nationally for senior managed negotiated underwritings, by par value, for each of the past five years.
- Stifel ranked #1 nationally for senior managed K-12, development, multifamily housing and taxable muni negotiated underwritings for 2019.
- Total of 36 Public Finance offices
- Nearly 200 Public Finance professionals
- Specialty sectors:
 - Education (Public & Private K-12)
 - Higher Education
 - Local Government/Municipal
 - Public-Private Partnerships/Development
 - Housing

Source: Thomson Reuters: SDC (True Economics to Book) Ranked by number of transactions.

The background of the slide features two large, detailed sculptures of mammoths in a natural setting. One mammoth is in the foreground, facing right, with its trunk and tusks clearly visible. Another mammoth is behind it, facing left, with its head and tusks also visible. The sculptures are set against a backdrop of a bright, cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the title text.

Second Quarter 2020 Results

Diversity



STIFEL FINANCIAL CORP. 2019 ANNUAL REPORT

“We can do much better with regard to diversity among our associates in particular. The business case for this effort is simple, as greater diversity – in all its forms – provides more opportunities to grow while reducing the risks of blinkered, narrow-minded thinking. This applies to greater diversity in our community just as in our revenue sources, business models, and geographic locations. More importantly, though, this is the only fair and just path forward. Look again at the cover of this annual report, because it expresses an ideal that we should strive for: There should be nothing about anyone’s birth or personal background that limits their ability to contribute and compete at our firm. The benefits of moving toward this ideal will be unquantifiable, in the best sense of the word, so I cannot stress enough that diversity doesn’t need to earn its place in our ranks. We need to work, and keep working, to earn its benefits.”

- Ron Kruszewski, Chairman & CEO

Second Quarter Snapshot

2Q20 RESULTS

millions, except per share and ratios

NET REVENUES

GAAP **\$895.8** NON-GAAP **\$895.8**

NET EARNINGS

GAAP **\$103.0** NON-GAAP **\$115.3**

EPS

GAAP **\$1.39** NON-GAAP **\$1.55**

ANNUALIZED ROE

GAAP **12.6%** NON-GAAP **14.1%**

ANNUALIZED ROTCE

GAAP **20.7%** NON-GAAP **23.2%**

BOOK VALUE PER SHARE

TBV **\$30.16** BV **\$48.84**

HIGHLIGHTS

**Institutional Group Generated
Record Quarterly Revenue**

**Continued to Attract
High Quality Financial Advisors**

**Record Quarterly Fixed Income
Brokerage Revenue**

**Strong Sequential Growth
in Fee-Based Client Assets**

**Capital Raising Generated
Second Highest Quarterly Revenue**

**Credit Quality at Stifel Bank
Remains Strong**

Second Quarter Results

FINANCIAL RESULTS

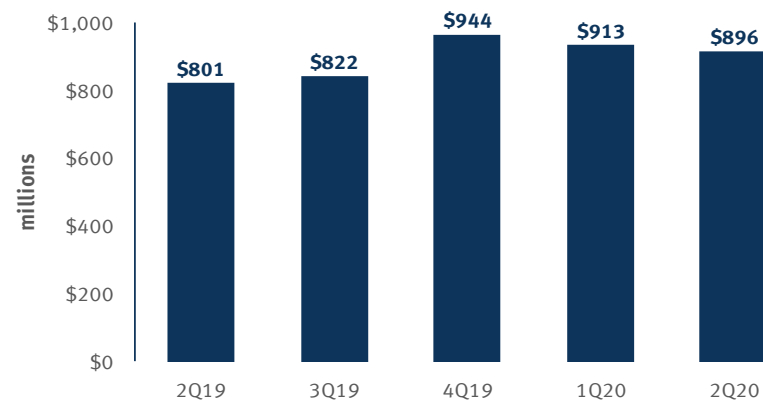
<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Global Wealth Management	\$506	-5%	-13%	\$1,089	4%
Institutional	398	47%	20%	730	37%
Other	-8	259%	273%	-10	175%
Net revenues	896	12%	-2%	1,809	15%
Compensation expense	529	14%	-2%	1,067	16%
Operating expense	180	2%	-8%	376	9%
Earnings before special items¹	187	17%	5%	366	19%
Provision for credit loss	19	716%	20%	35	661%
Additional compensation accrual ²	9	-	-72%	41	-
Pre-tax income	159	1%	24%	288	-5%
Taxes	39	-5%	23%	71	-11%
Net income	120	2%	24%	217	-3%
Preferred dividends	5	-8%	0%	10	27%
Net income available to common shareholders	115	4%	26%	207	-4%
Diluted EPS	\$1.55	10%	29%	\$2.74	0%
Compensation ratio	60.0%	210 bps	-250 bps	61.3%	290 bps
Non-compensation ratio	22.2%	-10 bps	-120 bps	22.8%	60 bps
Pre-tax pre-provision margin	19.9%	-20 bps	380 bps	17.9%	-180 bps
Pre-tax operating margin	17.8%	-200 bps	370 bps	15.9%	-350 bps
Book value per share	\$48.84	9%	6%		
Tangible book value per share	\$30.16	6%	11%		
ROTCE	23.2%	60 bps	460 bps		

¹ Before provision credit loss and additional comp. ² Amount in excess of 59%

SECOND QUARTER HIGHLIGHTS

- Second quarter Non-GAAP Net Revenue of \$896 million, up 12% Y/Y.
- Record Institutional Group Net Revenue of \$398 million, up 47% Y/Y
- Record Institutional Fixed Income Brokerage Revenue of \$121 million, up 107% Y/Y
- Institutional Equity Brokerage Revenue of \$63 million, up 55% Y/Y
- Investment Banking Revenue of \$217 million, up 21% Y/Y
- Pre-tax Pre-Provision Margin of 19.9%, up 380 bps sequentially
- Fee-based Client Assets of \$106 billion, up 13% sequentially
- Tangible Book Value Per Share of \$30.16, up 6% Y/Y
- Non-GAAP annualized return on average tangible common shareholders' equity was 23.2%

NET REVENUE



Global Wealth Management

GLOBAL WEALTH MANAGEMENT REVENUE

<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Brokerage	\$159	-2%	-12%	\$339	7%
Asset Management & Service Fees	199	-6%	-16%	437	7%
Net Interest	122	-12%	-12%	260	-8%
Investment Banking	\$8	-24%	-22%	18	-2%
Other	18	69%	11%	35	78%
Total Global Wealth Management Net Revenues	\$506	-5%	-13%	\$1,089	4%
Comp. Ratio	51.1%	180 bps	-10 bps	51.1%	220 bps
Non-Comp. Ratio	18.0%	340 bps	250 bps	16.7%	270 bps
Provision for credit loss	\$19	716%	20%	\$35	661%
Pre-tax Pre-provision Margin	34.7%	-190 bps	-290 bps	35.4%	-210 bps
Pre-tax Margin	30.9%	-520 bps	-240 bps	32.2%	-490 bps

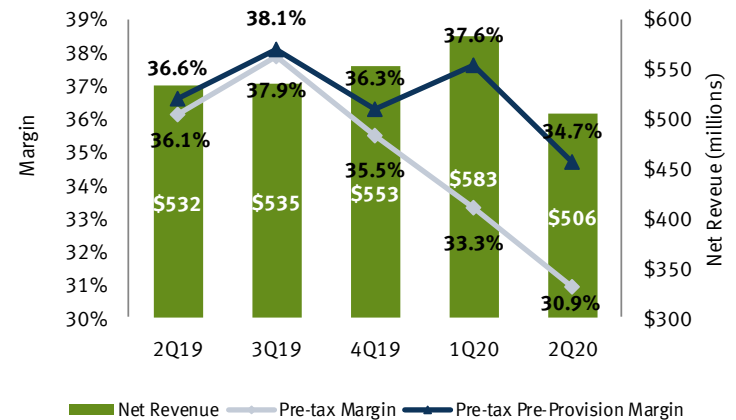
FINANCIAL ADVISOR & CLIENT ASSET METRICS

<i>*millions</i>	2Q20	Y/Y	Sequential Change
Financial Advisors	2,138	2%	0%
Independent Contractors	94	-2%	0%
Total Financial Advisors	2,232	2%	0%
Client AUA*	\$306,235	0%	10%
Fee-based Client Assets*	\$106,218	2%	13%
Private Client Fee-based Client Assets*	\$91,360	13%	13%

HIGHLIGHTS

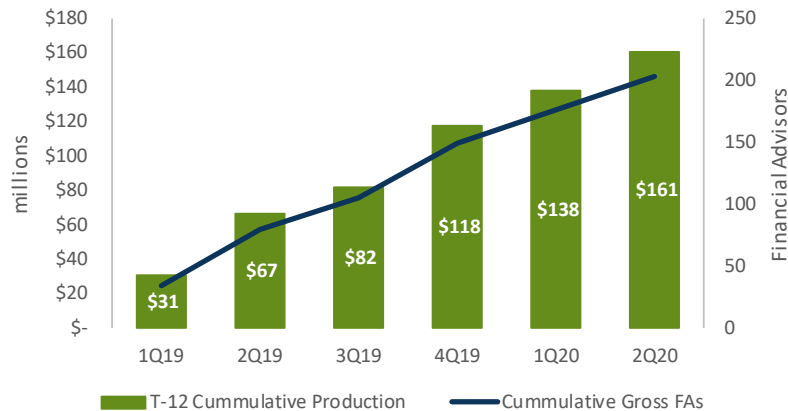
- Record 6-Month Net Revenue of \$1.1 billion, up% 4 Y/Y
- Pre-tax Pre-provision Margin of 34.7%
- Fee-based & Private Client Fee-based Assets Increased 13% Sequentially
- Recruited 28 Financial Advisor with total Trailing Twelve Month production of \$23 million.

NET REVENUE & MARGIN



Wealth Management Metrics

RECRUITING DRIVES REVENUE GROWTH



DYNAMIC BUSINESS

- 85% of FAs joined Stifel in past 10 years came through organic recruiting, 15% through acquisitions
- Recruiting remotely during pandemic
- Growth of average AUM
- Adding capabilities that attract FAs and differentiate Stifel
 - Stifel Wealth Tracker
 - CIO Office & behavioral finance practice
 - OurCrowd access to early-stage venture sponsors

EFFICIENT BUSINESS MODEL

- Advisors are empowered to do what is right for their clients
- Product-neutral compensation – not motivated by comp to use specific products or services
- Product desks are not layered profit centers
- Minimal management – supervisory function is centralized for efficiency and neutral approach
- Advisors have direct access to knowledgeable home office associates to collaboratively deliver services to clients

TECHNOLOGY TO SUPPORT ADVICE-BASED MODEL

- Stifel Wealth Tracker – online and mobile app: / free/ secure / smart aggregation / budgeting tools / advice when you want it / understand the markets / understand your complete financial picture
- Performance reporting tools – enhanced platform-wide capabilities with key vendor partners collaborating
- Cash management and digital banking capabilities in WM platform, including client mobile app
- Video meetings, centralized technology support

Institutional Group

INSTITUTIONAL GROUP REVENUE

<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Advisory	\$98	18%	29%	\$174	-7%
Capital Raising	\$111	29%	19%	\$204	51%
Brokerage	\$184	86%	8%	\$354	72%
Total Institutional Revenue*	\$398	47%	20%	\$730	37%
Comp. Ratio	60.6%	300 bps	-140 bps	61.3%	200 bps
Non-Comp. Ratio	18.5%	-940 bps	-690 bps	21.6%	-570 bps
Pre-tax Margin	20.9%	640 bps	830 bps	17.1%	370 bps

* Includes net interest, asset management and service fees, and other income

INSTITUTIONAL REVENUE SOURCES

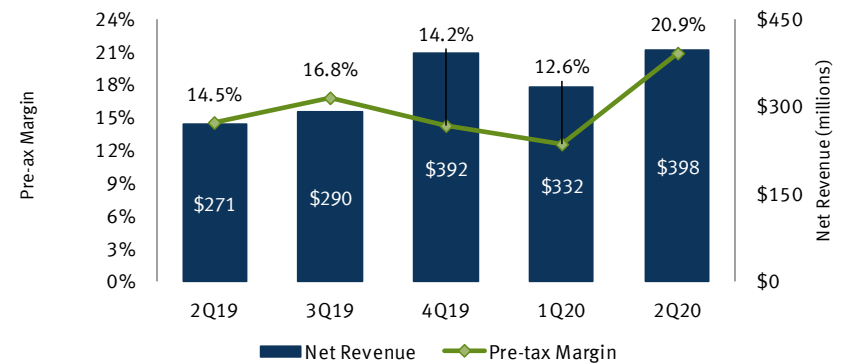
<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Advisory Fees	\$98	18%	29%	\$174	-7%
Equities	\$126	26%	-3%	\$256	54%
Fixed Income	\$169	96%	27%	\$301	73%
Total Institutional Revenue*	\$398	47%	20%	\$730	37%

* Includes net interest, asset management and service fees, and other income

HIGHLIGHTS

- Record Quarterly Revenue of \$398 million, up 47% Y/Y
- Record Institutional Brokerage of \$184 million, up 86% Y/Y
- Second Strongest Quarter for Capital Markets Revenue with \$111 million, up 29% Y/Y
- Record Pre-tax Contribution of \$83 million, up 111% Y/Y
- Pre-tax margin of 20.9%, up 640 bps Y/Y
- Balanced business mix between equities and fixed income

NET REVENUE AND MARGIN



Institutional Equities & Fixed Income

INSTITUTIONAL EQUITIES REVENUE

<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Brokerage	\$63	55%	-10%	\$133	68%
Capital Raising	\$63	7%	5%	\$123	42%
Total Equities	\$126	26%	-3%	\$256	54%

INSTITUTIONAL FIXED INCOME REVENUE

<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Brokerage	\$121	107%	21%	\$220	75%
Capital Raising	\$48	77%	46%	\$81	69%
Total Fixed Income	\$169	96%	27%	\$301	73%

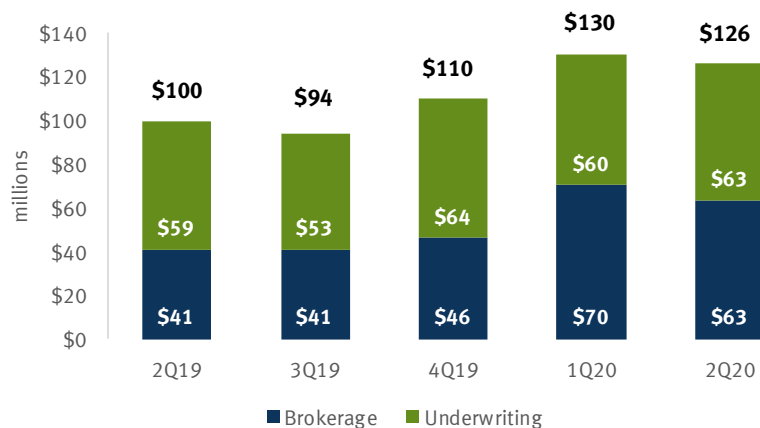
HIGHLIGHTS

- Record First Half Equities Revenue Surpassed Prior Record by 14% (2015)
- Third Highest Capital Raising Quarter
- Brokerage Activity in July Down from 2Q20 but Above 2019 Levels

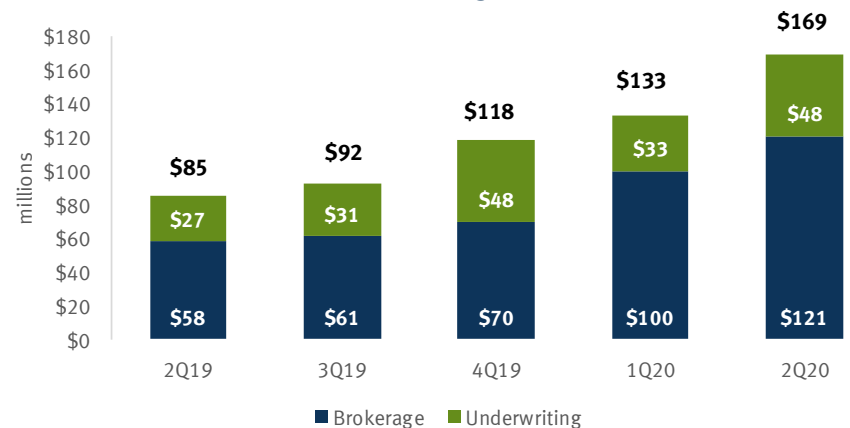
HIGHLIGHTS

- Record Quarterly Brokerage Revenue Surpassed Prior Record by 21% (1Q20)
- Second Strongest Quarterly Revenue in Capital Raising
- Lead Managed 211 Negotiated Municipal Offerings
- Brokerage Activity in July Down from 2Q20 but Above 2019 Levels

REVENUE



REVENUE



Investment Banking Revenue

INVESTMENT BANKING REVENUE

<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Capital Raising:					
Equity	\$70	4%	1%	\$139	38%
Debt	\$49	67%	44%	\$84	58%
Total Capital Raising	\$119	23%	15%	\$223	45%
Advisory Fees	\$98	18%	29%	\$174	-7%
Total Investment Banking	\$217	21%	21%	\$397	16%

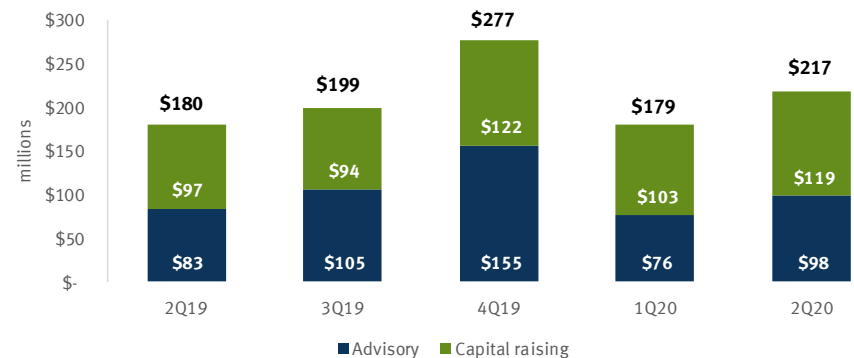
HIGHLIGHTS

- **Third Strongest Investment Banking Quarter**
- **Second Strongest Capital Raising Quarter**
- **Strongest Verticals were Financials, Healthcare, Technology, and Industrials**
- **Miller Buckfire Continued to Generate Increased Mandates**
- **M&A Advisory Business Starting to Pick Up as Clients Re-Engage**



by Mergers & Acquisitions Magazine

REVENUE



Net Interest Income

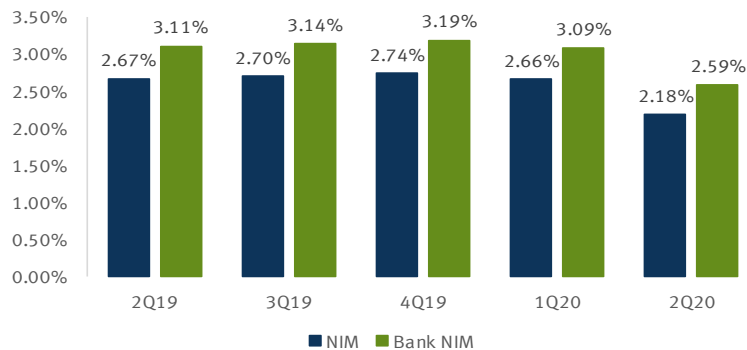
CONDENSED NET INTEREST INCOME

	2Q20		Y/Y Change		Sequential Change	
	Average Balance	Average Interest	Average Balance	Average Interest	Average Balance	Average Interest
Interest-earning Cash & Fed Funds Sold	\$1,674	0.24%	123%	-207 bps	80%	-134 bps
Investment Portfolio	\$6,386	2.60%	-8%	-116 bps	0%	-41 bps
Loans	\$10,909	2.90%	20%	-131 bps	5%	-177 bps
Total Interest-earning Assets	\$21,189	2.42%	5%	-129 bps	3%	-71 bps
Deposits	\$16,677	0.05%	14%	-75 bps	8%	-20 bps
Other Interest-bearing Liabilities	\$2,636	1.64%	-22%	-117 bps	-21%	-12 bps
Total Interest-bearing Liabilities	\$19,313	0.27%	7%	-90 bps	3%	-25 bps
Net Interest Margin		2.18%		-49 bps		-48 bps

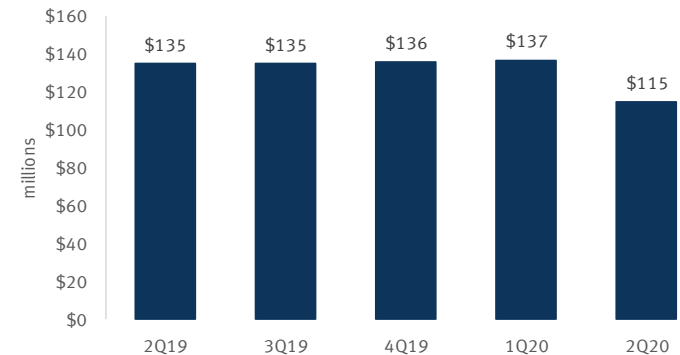
NET INTEREST COMMENTARY

- 2Q20 NII within previous guidance range, but negatively impacted by rate environment & impact of senior note issuance
- Interest Earning Asset increased year-on-year and sequentially due to higher cash & loan balances, primarily due to PPP loans
- 3Q20 Guidance:
 - Firm-wide NII Guidance: \$100 – \$110 million
 - Bank NIM Guidance: 235 – 245 bps

NET INTEREST MARGIN



NET INTEREST INCOME



Investment Portfolio & CLOs

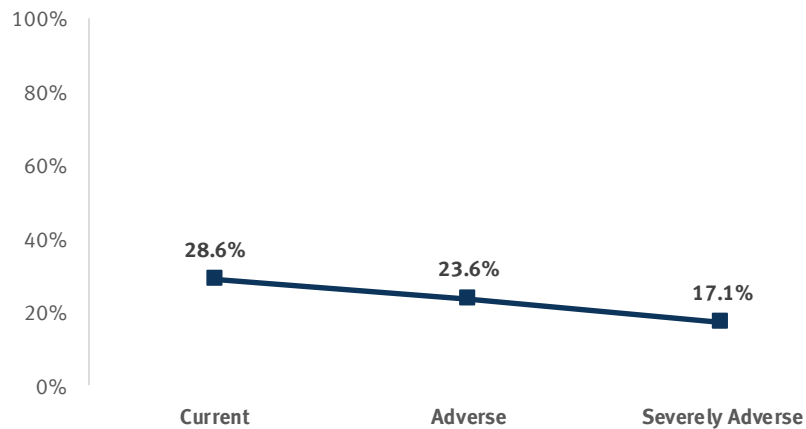
INVESTMENT PORTFOLIO

<i>millions</i>	Total Portfolio	% of Portfolio
CLO	\$4,396	70%
Agency MBS	752	12%
Corporate Bonds	537	9%
SBA	290	5%
Student Loan ARS	156	2%
CMBS	102	2%
Others	13	0%
Total Portfolio	\$6,246	100%

HIGHLIGHTS

- **AAA /AA CLOs with a Portfolio Credit Enhancement of 28.6%**
- **83% of CLO Collateral is BB/B**
- **Using Severely Adverse Default Expectations Results in Remaining Credit Enhancement of 17.1%**
- **Limited Exposure to Hotel, Gaming, & Leisure and Energy Verticals**

CLO CREDIT ENHANCEMENT



CLO BY MAJOR SECTOR

Healthcare & Pharmaceuticals	10.5%
High Tech Industries	9.9%
Services: Business	8.2%
Banking, Finance, Insurance & Real Estate	7.5%
Telecommunications	5.6%
Media: Broadcasting & Subscription	5.1%
Hotel, Gaming, Leisure	4.8%
Chemicals, Plastics & Rubber	3.6%
Services: Consumer	3.6%
Beverage, Food & Tobacco	3.4%
Construction & Building	3.4%
Capital Equipment	3.2%

Stifel Bancorp Inc. Loan Portfolio

LOAN PORTFOLIO

<i>millions</i>	2Q20	% of Total Portfolio
Residential Real Estate	\$3,711	35%
Securities Based Lending	1,717	16%
Home Equity lines of Credit	63	1%
Other loans	56	1%
Total Consumer	\$5,547	52%
Commercial Real Estate	407	4%
Commercial	4,149	39%
Construction and land	472	4%
Total Commercial	\$5,028	48%
Total Loan Portfolio	\$10,575	100%
Unfunded Commitments	1,774	
Total	\$12,349	

¹ Total excludes \$475 million of loans classified as held for sale

HIGHLIGHTS

- Lending facilities for Stifel WM and Institutional clients, as well as banking relationships outside of Stifel
- Over 50% of the loan portfolio is to Wealth Management clients
- Diversity of geographic, sector, business phase, and loan type enhances stability in various markets; low NPLs historically
- Limited exposure to the Energy Industry as well as to the Hotel, Leisure, Entertainment & Restaurant Industry which on a combined basis is less than 3% of our SBI loans.

COMMERCIAL PORTFOLIO BY SECTOR

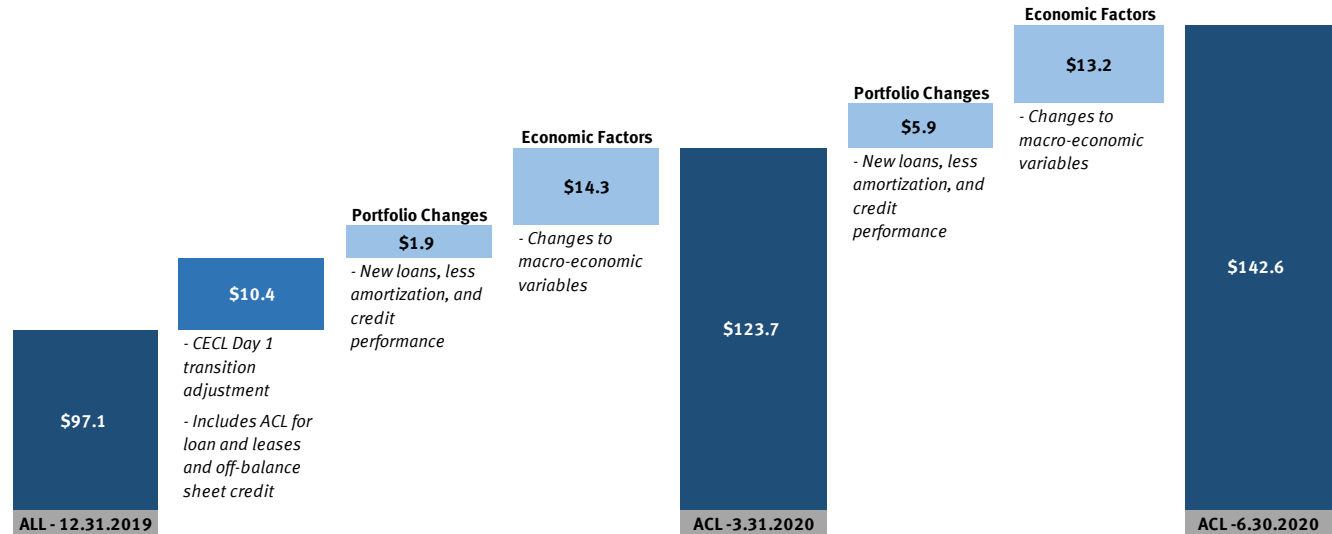
Financials	\$763	7.22%
Industrials	\$688	6.51%
Consumer Discretionary	\$674	6.38%
Information Technology	\$458	4.33%
PPP	\$344	3.25%
Hotel, Leisure, Entertainment, Restaurants	\$294	2.78%
Materials	\$267	2.52%
REITs	\$226	2.14%
Consumer Staples	\$193	1.83%
Health Care	\$156	1.48%
Telecom Services	\$74	0.70%
Energy, Utilities	\$12	0.11%
Total	\$4,149	39.23%

CECL Impact

ASSUMPTIONS

- Moody's forecast:
 - 40% Baseline (sudden sharp recession)
 - 30% Downside (double dip recession)
 - 30% Upside (near term growth)
- Forecast update for most recent scenarios
- Includes significant economic shock in 3Q and 4Q, followed by slow, sustained

CECL 2Q20 FACTORS



- all figures are in millions
- ALL as of 12/31/2019 includes allowance for loans and off-balance sheet credit exposures

Allowance for Credit Losses

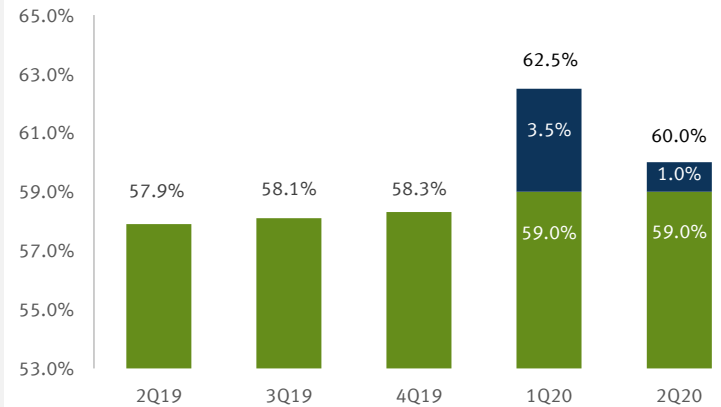
Portfolio	DAY 1		1Q'20				2Q'20					
	CECL Reserve Day 1	CECL Reserve % Day 1	Quarterly Reserve Build	CECL Reserve 3/31/2020	CECL Reserve %	Q/Q Change	Portfolio Activity	Economic Factors	Quarterly Reserve Build	CECL Reserve 6/30/2020	CECL Reserve %	Q/Q Change
Consumer	22,191	0.40%	1,550	23,723	0.43%	0.02%	1,139	1,732	2,871	26,596	0.48%	0.05%
Commercial	61,652	1.45%	17,429	79,079	1.71%	0.26%	1,600	8,696	10,296	89,225	1.90%	0.20%
PPP	-	0.00%	-	-	0.00%	0.00%	-	-	-	-	0.00%	0.00%
Unfunded / Other reserves	23,659	1.53%	(2,776)	20,883	1.40%	-0.14%	3,185	2,724	5,909	26,792	1.45%	0.06%
Total	107,502	1.10%	16,203	123,685	1.22%	0.12%	5,924	13,152	19,076	142,613	1.35%	0.13%
Totals Excluding PPP	107,502	1.10%	16,203	123,685	1.22%	0.12%	-	-	19,076	142,613	1.39%	0.18%

Expenses

NON-GAAP EXPENSES & PRE-TAX INCOME

<i>millions</i>	2Q20	Y/Y Change	Sequential Change	YTD	VS 2019
Compensation	\$537	16%	-6%	\$1,108	21%
Ex. IB Gross Up & Loan Loss Provision	\$167	2%	-10%	\$355	10%
Loan Loss Provision & IB Gross Up	\$32	114%	18%	\$58	126%
Non-compensation	\$199	11%	-7%	\$413	18%
Pre-tax Income	\$159	1%	24%	\$288	-5%

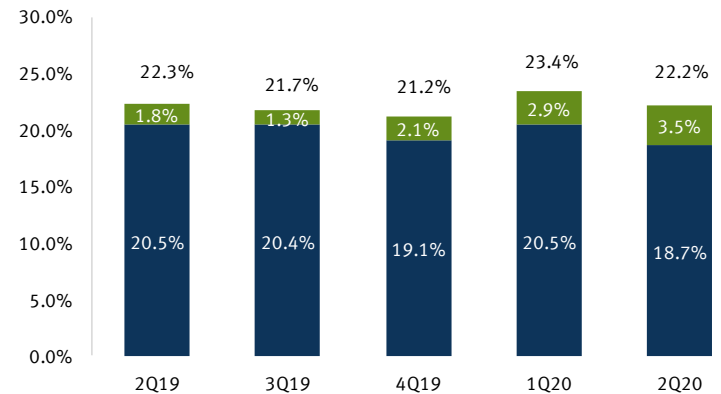
COMPENSATION RATIO



GAAP to Non-GAAP Reconciliation

<i>(000s)</i>	2Q20	YTD
GAAP Net Income	\$107,887	\$194,497
Preferred Dividend	\$4,843	\$9,687
Net Income available to common Shareholders	\$103,044	\$184,789
Non-GAAP After Tax Adjustments	\$12,291	\$22,479
Non-GAAP Net Income Available to Common Shareholders	\$115,335	\$207,268

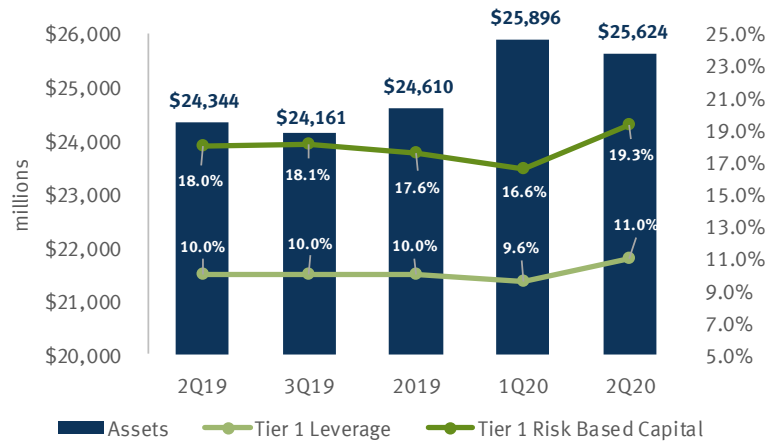
NON-COMPENSATION RATIO



* For reconciliation of GAAP to non-GAAP expenses, refer to our second quarter 2020 earnings release.

Capital & Liquidity

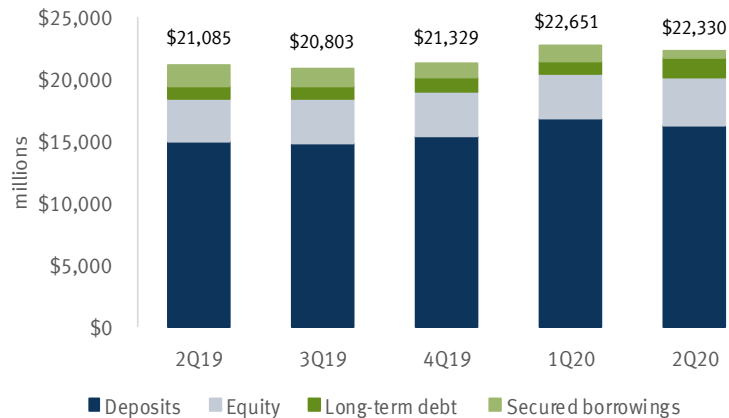
FIRM-WIDE ASSETS & CAPITAL RATIOS



HIGHLIGHTS

- Sweep Balances Continued to Increase in 2Q20
- Capital Ratios Increased Meaningfully in 2Q20
- Projecting No Material Change in the Size or Composition of the Balance Sheet
- Raised \$400 Million in Senior Notes & \$225 million of Preferred Equity in 2Q20
- Capital Return in 2Q20 Limited to Dividends

STABLE FUNDING SOURCES



STOCK REPURCHASES & DIVIDENDS

