

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

Goldman Sachs US Financial Services Conference

December 6, 2017

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 three and nine months ended September 30, 2017. 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. Management has not included costs which they believe are duplicative in the analysis below, which is a change from prior periods.

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, textured sculptures of bears in a combat pose, set against a cloudy sky. The sculptures are rendered in a light, almost white color with a rough, stone-like texture. One bear is on the left, facing right, with its mouth open and teeth visible. The other bear is on the right, facing left, with its mouth open and teeth visible. The bears appear to be in a physical struggle. 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

2,252 financial advisors in 356 branches with more than \$235B in client assets

### Asset Management

\$29B in total assets managed through various strategies

### Bank

\$14.5B 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

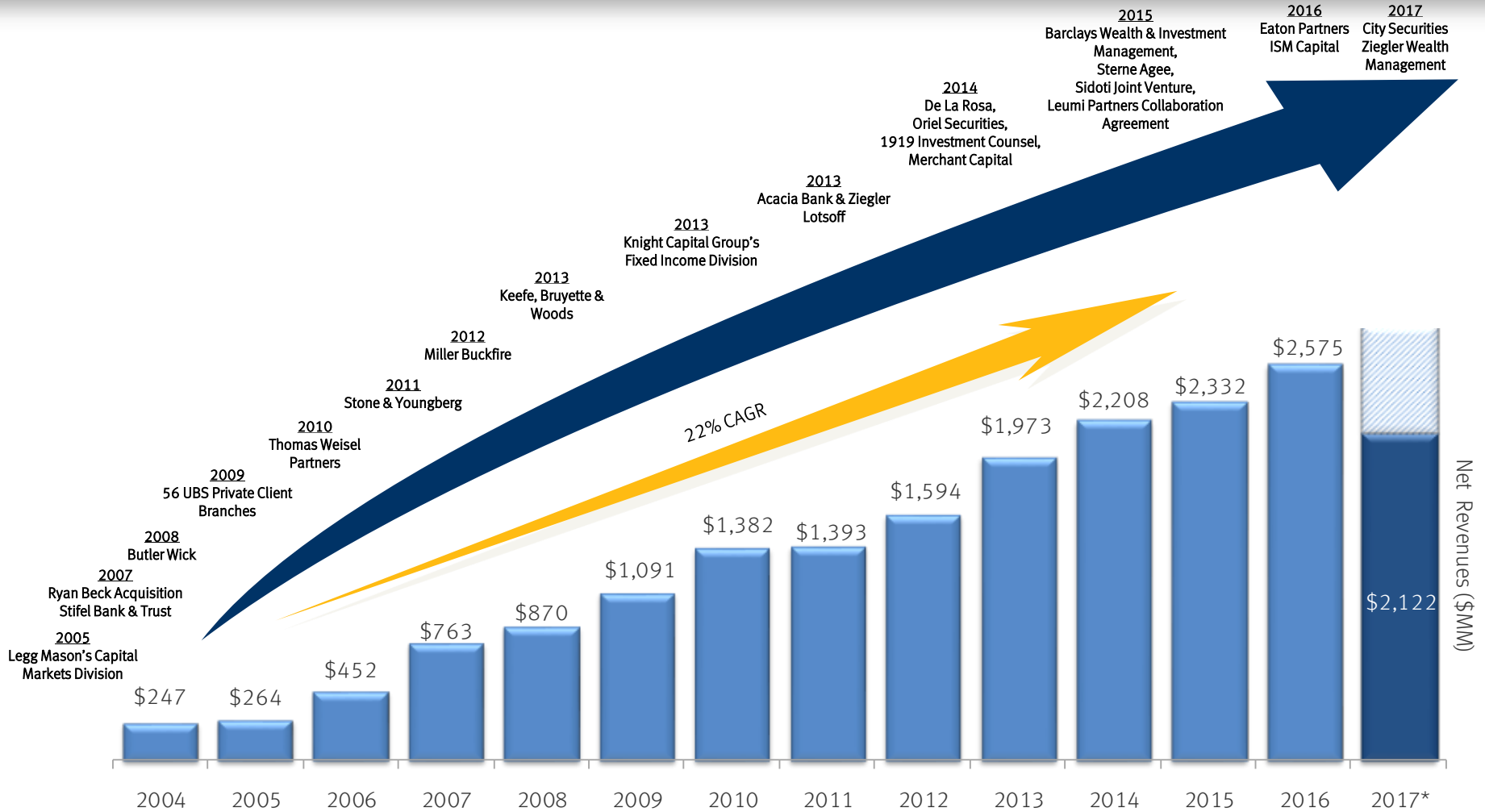
### Investment Banking

Over 400 professionals with extensive experience across all products and industry verticals

### Research

Largest research platform with nearly 1,300 stocks covered in the U.S. and 320 stocks covered in Europe

# A History of Growth

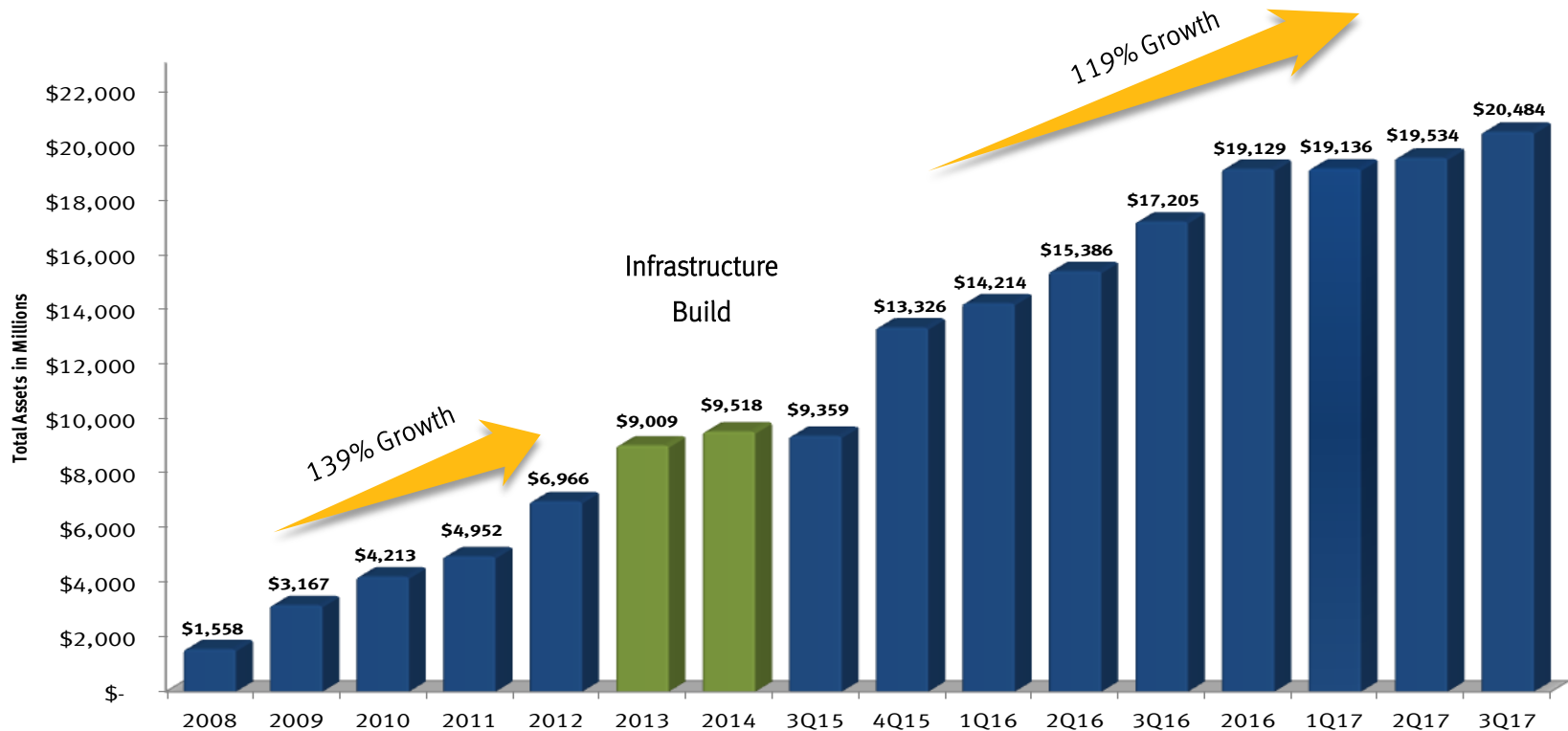


\* 2017 Net Revenue based on annualized results as of 9/30/2017

A large, detailed sculpture of a bear and a bull in a struggle, symbolizing market volatility. The bear is on the left, and the bull is on the right. They are both rendered in a textured, stone-like material. The background is a bright, cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the title text in white.

# Driving Shareholder Value Through Deal Integration & Balance Sheet Growth

# Balance Sheet Growth



Ratio	2008	2009	2010	2011	2012	2013	2014	3Q15	4Q15	1Q16	2Q16	3Q16	4Q16	1Q17	2Q17	3Q17
Tier 1 Leverage	32.3%	30.5%	25.6%	21.4%	17.7%	15.4%	16.5%	16.4%	16.6%	11.6%	11.5%	11.8%	10.2%	10.1%	10.3%	10.4%
Tier 1 Risk Based Capital	49.4%	40.5%	29.1%	27.4%	26.8%	26.7%	25.0%	29.4%	26.3%	21.3%	20.9%	22.0%	20.3%	20.8%	20.5%	20.5%
Risk Weighting Assets Density	64.9%	56.2%	67.3%	62.7%	57.0%	50.7%	58.2%	52.0%	46.6%	49.0%	49.1%	46.2%	46.5%	45.5%	47.2%	48.6%

# Bank Drove Significant Balance Sheet & Revenue Growth

## Impact of Bank Growth LTM on Consolidated Results

(mil.)	9/30/2016	9/30/2017
Total consolidated assets	\$17,205	\$20,484
Investment securities	\$6,535	\$8,315
Loans	\$5,174	\$6,949
Total deposits	\$9,885	\$12,884
Total equity	\$2,692	\$2,932
Annualized Quarterly NII	\$222	\$401
<i>Tier 1 Risk Based Capital</i>	22.0%	20.5%
<i>Tier 1 Leverage</i>	11.8%	10.4%
NIM (Bank)	2.41%	2.80%
ROAA (Bank)	1.27%	1.34%
ROAE (Bank)	18.6%	19.0%
<i>NPAs/Assets</i>	0.25%	0.15%

*Bank growth has been balanced between loans and investments:*

### Loans:

- Comprised of securities based loans, C&I, and residential mortgages
- Focused lending to high net worth retail clients

### AFS & HTM Investments:

- Portfolio primarily GSE MBS, ABS, and Corporate bonds
- Effective duration of less than 1.5 years as of 9/30/17



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 head and tusks also visible. The sculptures are set against a backdrop of a cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the title text.

# Stifel Overview

# Stifel – Premier Investment Bank and Wealth Management Firm

## Stifel at a Glance 2016 GAAP Net Revenue - \$2.6 billion

### Global Wealth Management (GWM) 2016 Net Revenue - \$1.6 billion

- Private Client
- Stifel Bank & Trust
- Margin and Securities-based Lending
- Asset Management

### Institutional Group (IG) 2016 Net Revenue - \$1.0 billion

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

- Low leverage (7.0x) <sup>(1) (2)</sup>, \$2.9 billion stockholders' equity <sup>(2)</sup> and \$3.8 billion market capitalization <sup>(3)</sup>
- 34% Insider ownership aligns employees' interests with other shareholders <sup>(4)</sup>
- Approximately 7,100 associates<sup>(2)</sup>
- Balanced business mix (63% GWM / 37% IG) (2017 YTD net revenues) <sup>(2)</sup>
- National presence with 2,252 financial advisors<sup>(2)</sup>
- Largest U.S. equity research platform with roughly 1,300 stocks under coverage<sup>(2)</sup>
- Broad investment banking and institutional sales and trading capabilities – domestic and international

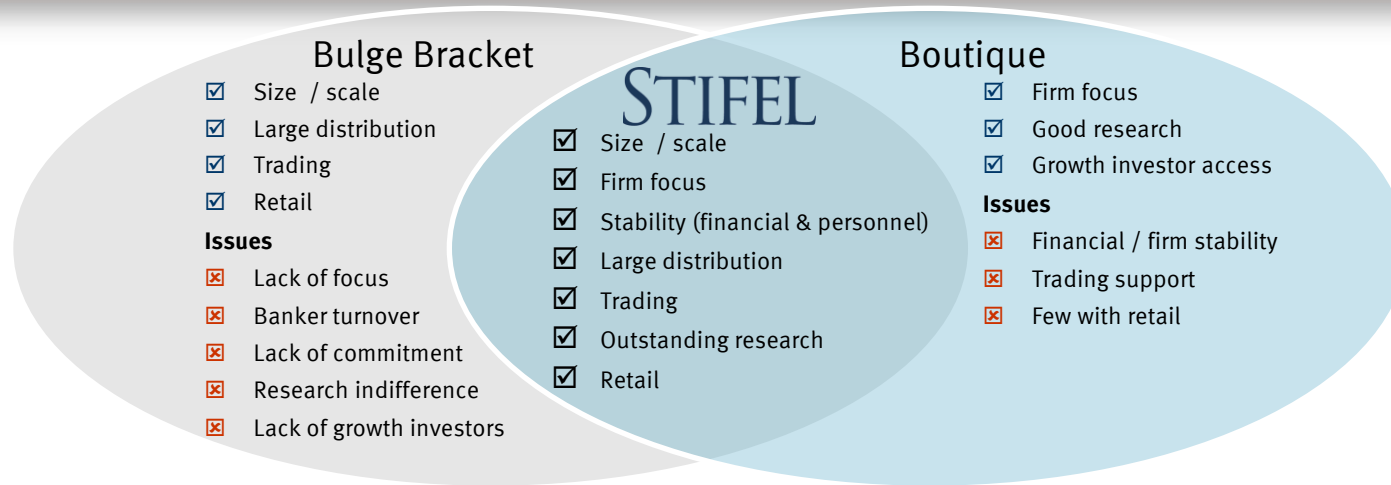
(1) Assets / equity.

(2) As of 9/30/2017.

(3) As of 11/29/2017.

(4) Insider ownership percentage includes all fully diluted shares, units outstanding and options outstanding, as of 2/14/2017.

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



## Institutional

- **LARGEST** provider of U.S. equity research
- **2<sup>nd</sup> LARGEST** Equity trading platform in the U.S. outside of the Bulge Bracket firms<sup>(1)</sup>
- **FULL SERVICE** investment banking with expertise across products and industry sectors
- **ACCESS TO** top ten private client platform

(1) Based on 2017 U.S. trading volume per Bloomberg, as of 9/30/2017  
 (2) Source: SIFMA and publicly available information for U.S. brokerage networks. Includes investment banks only.

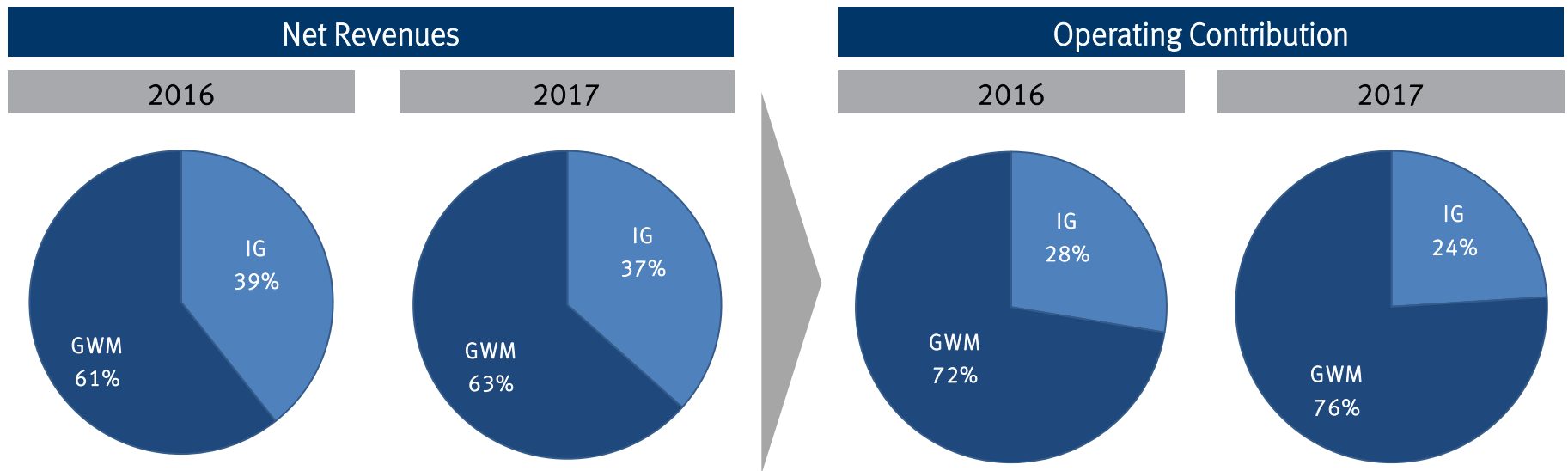
## Wealth Management

### #7 Largest Retail Brokerage Network<sup>(2)</sup>

Rank	Firm	Brokers
1	Bank of America Merrill Lynch	17,221
2	Morgan Stanley Wealth Management	15,759
3	Wells Fargo Securities	14,564
4	Raymond James	7,346
5	UBS	6,861
6	JPMorgan	2,581
7	<b>Stifel</b>	<b>2,252</b>
8	RBC Capital Markets	2,028
9	Oppenheimer & Co	1,117

# 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

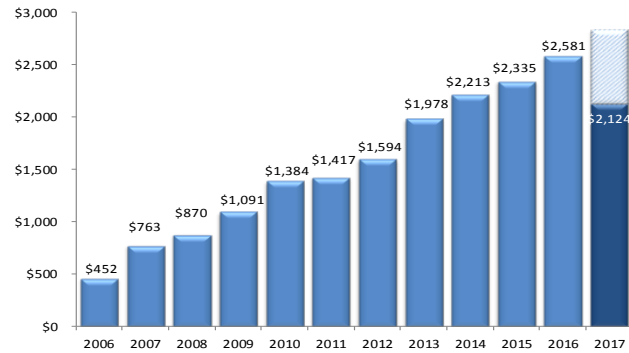


*Balanced business model facilitates growth in all market environments*

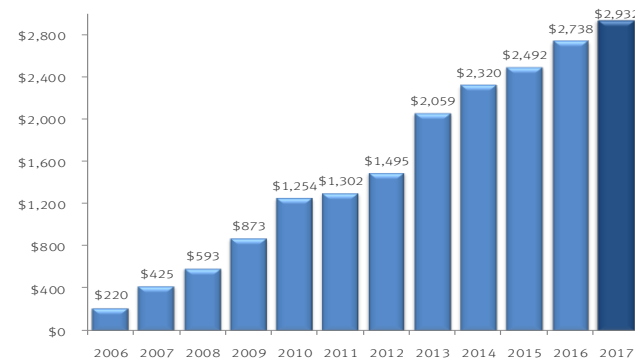
Note: Net revenues and operating contribution percentages based on full year 2016 & YTD 2017, through 9/30/2017, and excludes the Other segment.

# A Stable Track Record Through Multiple Business Cycles

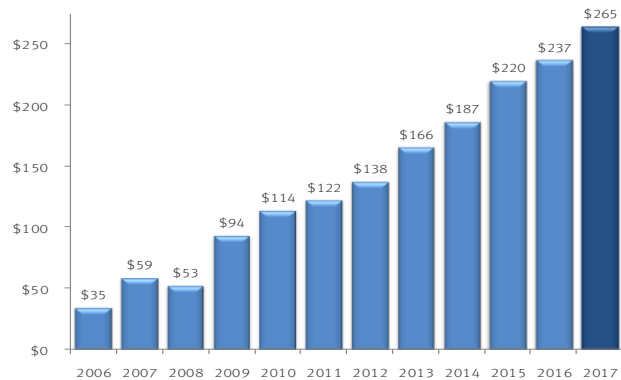
**Non-GAAP Net Revenues<sup>(1)</sup> (\$MM)**



**Total Equity (\$MM)**



**Total Client Assets<sup>(2)</sup> (\$BN)**



**Book Value Per Share<sup>(3)</sup>**



(1) 2017 Non-GAAP net revenue based on annualized results as of 9/30/2017.

(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



# Global Wealth Management

# Global Wealth Management (GWM)

*Provides Securities Brokerage Services and Stifel Bank Products*

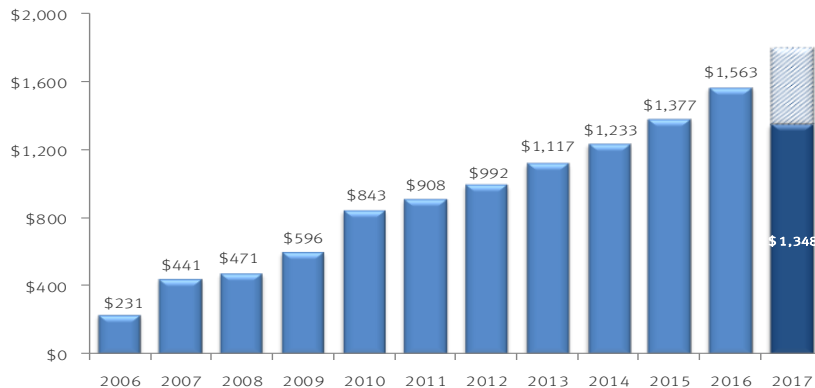
## Overview

- Grown from 600+ financial advisors in 2005 to more than 2,250 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

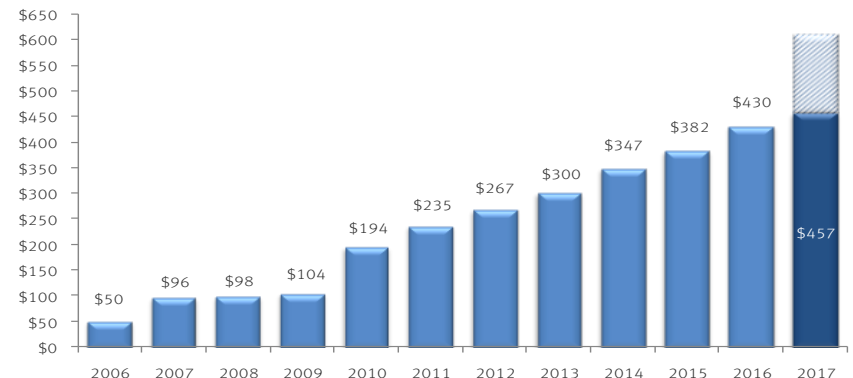
## National Presence



## Net Revenues (\$MM)\*



## Operating Contribution (\$MM)\*



\* 2017 full year net revenue and operating contribution based on annualized results as of 9/30/2017

# Building Scale and Capabilities into a \$1.6B Revenue Segment

Private Client

Asset Management

Bank



- ~60 advisors managing ~\$5B in AUM
- Expected Closing first quarter 2018



- ~40 advisors managing ~\$4B in AUM
- January 2017



- ~100 advisors managing over \$20B in AUM
- December 2015



- ~130 advisors managing ~ \$10B in AUM
- June 2015



- Customized investment advisory and trust services
- November 2014

56 UBS  
Branches

- Private Client – 350 financial advisors and support
- Revenue production has exceeded expectations
- October 2009



- Private Client – 75 financial advisors
- Public Finance
- December 2008

RYAN BECK & CO.

- Private Client – 400 financial advisors
- Capital Markets
- February 2007



- Asset Management
- Over \$4 billion in assets
- November 2013



- One-branch community bank; 95% of loan portfolio sold in 3Q15
- October 2013



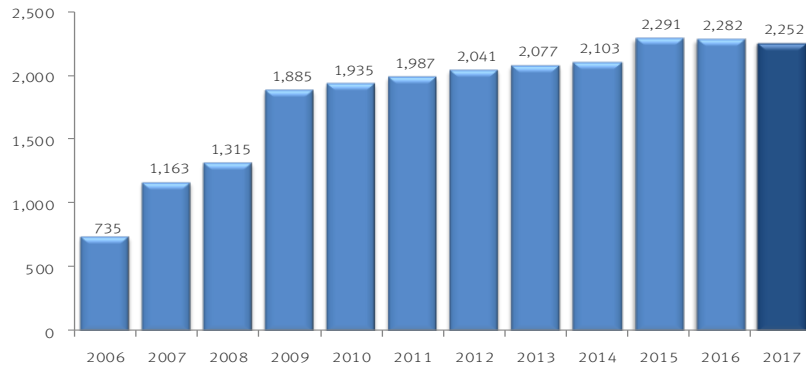
- Bank holding company
- Grown assets from ~ \$100M to \$7.3B
- April 2007



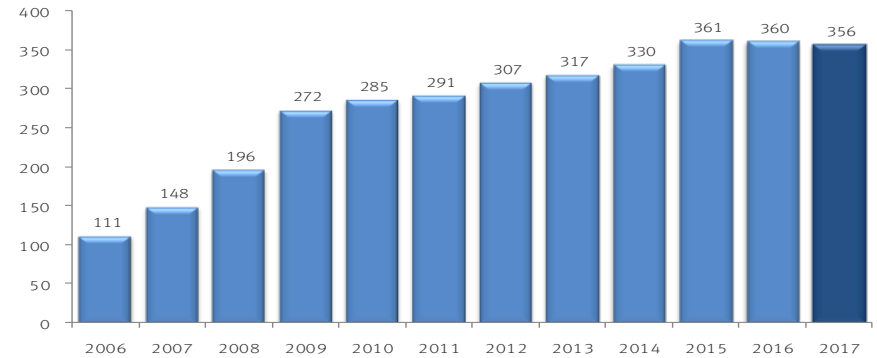
# GWM - Private Client Group

## Key Operating Metrics

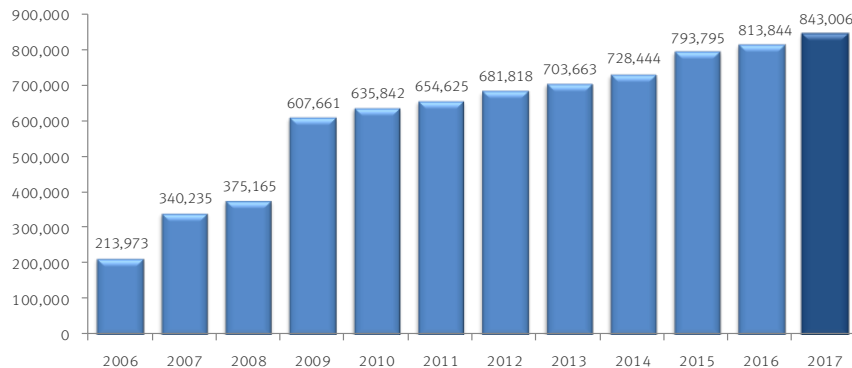
### Financial Advisors<sup>(1)</sup>



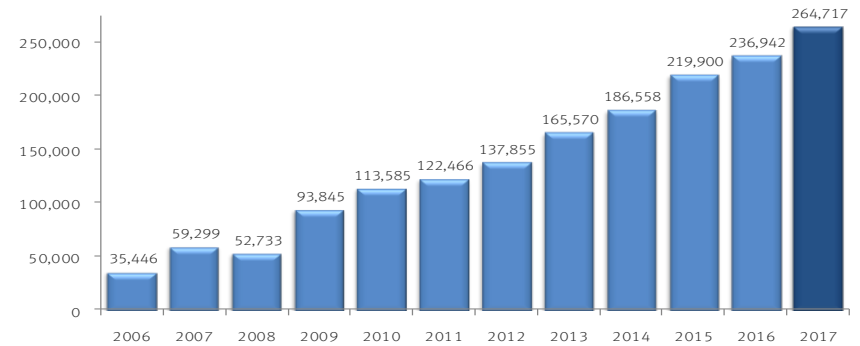
### Branches<sup>(1)</sup>



### Accounts<sup>(1)</sup>



### Total Client Assets<sup>(1)</sup> (\$MM)



(1) As of 9/30/2017 and excludes Legacy Sterne Agee Independent Contractor Business.

# GWM – Stifel Bank & Trust

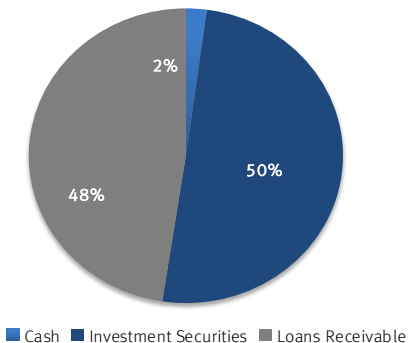
## Overview

- 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

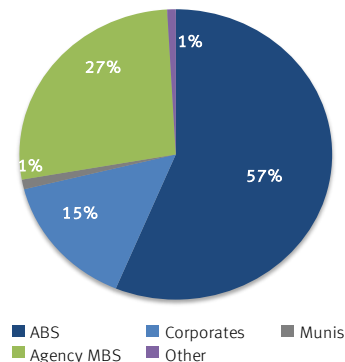
## Key Statistics (000s)<sup>(3)</sup>

Total assets	\$14,539,000
Total deposits	12,884,000
Total equity	1,019,000
ROAA	1.3%
ROAE	19.0%
Tier 1 Risk Based Capital	14.4%
Tier 1 Leverage	7.1%
NPAs/Assets	0.2%

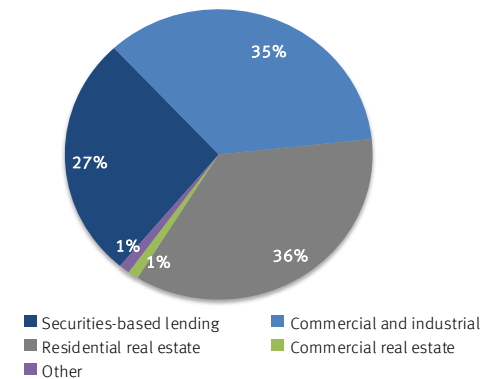
## Interest Earnings Assets



## Investment Portfolio<sup>(1)</sup>



## Loan Portfolio<sup>(2)</sup>



Note: Key Statistic Data as of 9/30/2017.

(1) Non-agency MBS makes up less than 1% of Investment Portfolio.

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

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

# Growing Asset Management Capabilities

Asset Management Subsidiaries with \$28.8 Billion in Client Assets

				
Assets	\$11.7 Billion	\$11.3 Billion	\$3.5 Billion	\$2.0 Billion
Offices	Chicago St. Louis Milwaukee New York San Francisco	Baltimore Birmingham, AL Cincinnati New York Philadelphia	Baltimore	Florham Park, NJ

*As of September 30, 2017. Ziegler Capital Management, LLC, 1919 Investment Counsel, LLC, Choice Financial Partners, Inc. d/b/a EquityCompass Strategies, 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. Total includes \$328 million in venture capital funds managed by Thomas Weisel Global Growth Partners, LLC*

The background of the slide features two large, light-colored sculptures of bears in a fighting pose. The bear on the left is shown in profile, facing right, with its mouth open and teeth visible. The bear on the right is shown in profile, facing left, with its mouth open and teeth visible. The sculptures are set against a cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the text "Institutional Group".

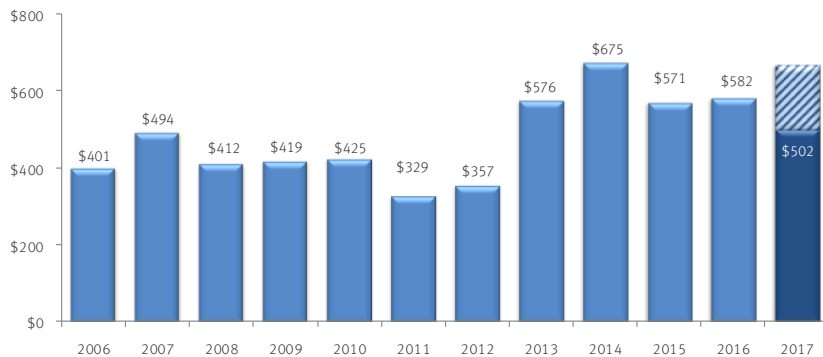
# Institutional Group

# Institutional Group

## Overview

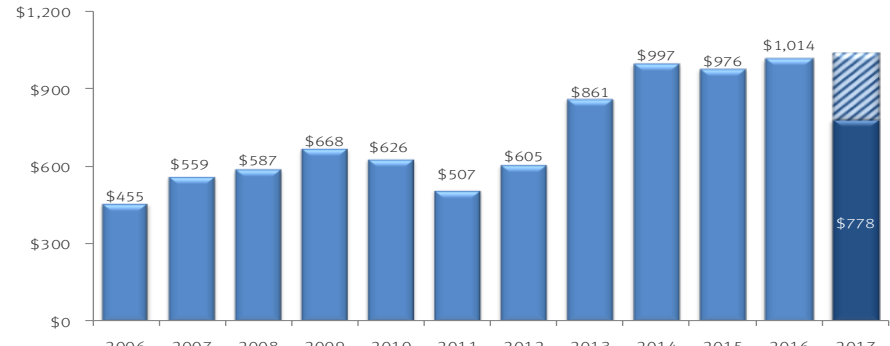
- Provides securities brokerage, trading, research, underwriting and corporate advisory services
- Largest provider of U.S. Equity Research
- 2<sup>nd</sup> largest Equity trading platform in the U.S. outside of the Bulge Bracket<sup>(1)</sup>
- Full-service Investment Bank
- Comprehensive Fixed Income platform

## Equity Brokerage + Investment Banking <sup>(4)</sup>



- (1) Based on 2017 U.S. trading volume per Bloomberg, as of 9/30/2017.  
 (2) Includes Thomas Weisel historical investment banking revenues for years 2006 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) 2017 full year revenue based on annualized results as of 9/30/2017 & exclude other segment revenue

## Net Revenues (\$MM)<sup>(2)(3)(4)</sup>



## Fixed Income Brokerage + Investment Banking <sup>(4)</sup>



# Building Scale and Capabilities into a \$1.0B Revenue Segment

Equities

Fixed Income

Investment Banking



**Knight**



**EATON**  
PARTNERS



- Growth Focused Investment Banking, Research, Sales and Trading
- July 2010
- Core of our Institutional sales, trading and research group
- December 2005
- Enhances European debt capital markets capabilities
- February 2016
- Highly complementary fixed income platforms
- June 2015
- Expands Public Finance in Southeast
- December 2014
- Fixed Income Sales and Trading – U.S. & Europe, Fixed Income Research
- July 2013
- California-based investment bank and bond underwriter
- April 2014
- Fixed Income IB, Sales and Trading, Private Client
- October 2011
- One of the largest, global fund placement and advisory firms
- January 2016
- UK-based full service investment bank
- July 2014
- FIG Investment Banking/FIG Sales and Trading / Research
- February 2013
- Restructuring advisory
- December 2012

# Institutional Group – Advisory

2010-2017 YTD: 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	Goldman Sachs	363	235	598	269.3
2	JPMorgan	353	242	595	268.4
3	Morgan Stanley	253	256	509	220.4
4	Bank of America Merrill Lynch	249	227	476	223.6
5	Stifel	249	224	473	75.6
6	Jefferies LLC	298	134	432	156.2
7	Barclays	186	218	404	186.8
8	Citi	207	187	394	168.5
9	Credit Suisse	190	186	376	167.6
10	Houlihan Lokey	275	88	363	70.0

## Public Deals < \$1 Billion in Value

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	119	208	327	\$56.7
2	JPMorgan	54	208	262	115.6
3	Morgan Stanley	48	198	246	105.1
4	Goldman Sachs	48	180	228	97.3
5	Sandler O'Neill & Partners	117	109	226	38.3
6	Bank of America Merrill Lynch	42	176	218	99.3
7	Barclays	22	158	180	82.1
8	Citi	22	144	166	75.1
9	Evercore Inc	31	123	154	48.1
10	Deutsche Bank	23	121	144	55.4

Middle Market Firms

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	249	224	473	\$75.6
2	Jefferies LLC	298	134	432	156.2
3	Houlihan Lokey	275	88	363	70.0
4	Sandler O'Neill & Partners	187	124	311	49.8
5	Piper Jaffray & Co	169	80	249	57.1
6	Moelis & Co	170	75	245	76.0
7	Raymond James & Associates Inc	143	91	234	35.8
8	Rothschild & Co	120	72	192	54.8
9	Robert W Baird & Co	135	38	173	41.3
10	William Blair & Co LLC	140	19	159	39.2

Rank	Investment Bank	Sell-side	Buy-side	Total	Value
1	Stifel	119	208	327	\$56.7
2	Sandler O'Neill & Partners	117	109	226	38.3
3	Jefferies LLC	50	80	130	50.3
4	Raymond James & Associates Inc	47	81	128	17.6
5	Houlihan Lokey	46	61	107	20.5
6	Piper Jaffray & Co	33	69	102	24.8
7	Moelis & Co	22	55	77	27.6
8	Rothschild & Co	21	50	71	21.5
9	Stephens	10	56	66	14.2
10	Macquarie Group	13	45	58	16.2

Source: Dealogics M&A Analytics as of October 31, 2017.

Note: Includes all sell-side and buy-side strategic or sponsor-backed disclosed value deals, where the deal is announced between 2010 and 2017 YTD, 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	1,689	\$924.4
2	Bank of America Merrill Lynch	1,645	\$903.4
3	Citi	1,515	\$892.8
4	Morgan Stanley	1,495	\$866.4
5	Barclays	1,342	\$747.1
6	Credit Suisse	1,340	\$747.2
7	Wells Fargo Securities	1,317	\$665.3
8	Goldman Sachs	1,276	\$781.7
<b>9</b>	<b>Stifel / KBW</b>	<b>1,184</b>	<b>\$368.4</b>
10	Deutsche Bank	1,166	\$683.9
11	RBC Capital Markets	1,163	\$547.9
<b>12</b>	<b>Raymond James &amp; Associates</b>	<b>887</b>	<b>\$350.9</b>
13	UBS	873	\$474.8
<b>14</b>	<b>Piper Jaffray &amp; Co</b>	<b>729</b>	<b>\$269.5</b>
<b>15</b>	<b>Jefferies LLC</b>	<b>701</b>	<b>\$163.6</b>
<b>16</b>	<b>Robert W Baird &amp; Co</b>	<b>649</b>	<b>\$175.7</b>
<b>17</b>	<b>Cowen &amp; Company LLC</b>	<b>578</b>	<b>\$111.9</b>
<b>18</b>	<b>JMP Securities LLC</b>	<b>576</b>	<b>\$110.4</b>
<b>19</b>	<b>Oppenheimer &amp; Co Inc</b>	<b>546</b>	<b>\$132.4</b>
<b>20</b>	<b>B Riley &amp; Co</b>	<b>533</b>	<b>\$97.6</b>
<b>21</b>	<b>William Blair &amp; Co LLC</b>	<b>527</b>	<b>\$133.2</b>
<b>22</b>	<b>KeyBanc Capital Markets</b>	<b>509</b>	<b>\$213.9</b>
<b>23</b>	<b>BMO Capital Markets</b>	<b>488</b>	<b>\$186.5</b>
<b>24</b>	<b>SunTrust Robinson Humphrey</b>	<b>449</b>	<b>\$212.9</b>
<b>25</b>	<b>Canaccord Genuity Corp</b>	<b>443</b>	<b>\$59.9</b>

### Bookrun Equity Deals Since 2010

(\$ in billions)			
Rank	Firm	# of Deals	\$ Volume
1	JPMorgan	1,536	\$200.6
2	Bank of America Merrill Lynch	1,508	\$174.7
3	Morgan Stanley	1,382	\$196.1
4	Citi	1,340	\$175.1
5	Goldman Sachs	1,174	\$186.0
6	Barclays	1,138	\$152.6
7	Credit Suisse	1,136	\$142.4
8	Wells Fargo Securities	944	\$72.7
9	Deutsche Bank	938	\$104.2
10	UBS	645	\$61.8
11	RBC Capital Markets	626	\$48.6
<b>12</b>	<b>Jefferies LLC</b>	<b>593</b>	<b>\$32.2</b>
<b>13</b>	<b>Stifel / KBW</b>	<b>443</b>	<b>\$20.5</b>
<b>14</b>	<b>Raymond James &amp; Associates</b>	<b>302</b>	<b>\$13.3</b>
<b>15</b>	<b>Cowen &amp; Company LLC</b>	<b>294</b>	<b>\$10.8</b>
<b>16</b>	<b>Piper Jaffray &amp; Co</b>	<b>292</b>	<b>\$11.5</b>
<b>17</b>	<b>Leerink Partners LLC</b>	<b>215</b>	<b>\$10.1</b>
<b>18</b>	<b>BMO Capital Markets</b>	<b>197</b>	<b>\$12.4</b>
<b>19</b>	<b>Roth Capital Partners</b>	<b>180</b>	<b>\$2.9</b>
<b>20</b>	<b>Robert W Baird &amp; Co</b>	<b>179</b>	<b>\$7.3</b>
<b>21</b>	<b>KeyBanc Capital Markets</b>	<b>123</b>	<b>\$7.1</b>
<b>22</b>	<b>William Blair &amp; Co LLC</b>	<b>122</b>	<b>\$4.5</b>
<b>23</b>	<b>Aegis Capital Corp</b>	<b>121</b>	<b>\$1.5</b>
<b>24</b>	<b>Sandler O'Neill &amp; Partners</b>	<b>110</b>	<b>\$7.6</b>
<b>25</b>	<b>B Riley &amp; Co</b>	<b>106</b>	<b>\$3.8</b>

Source: Dealogic. Rank eligible SEC registered IPOs and Follow-On offerings since 2010. Includes demutualizations. As of 10/31/2017. 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

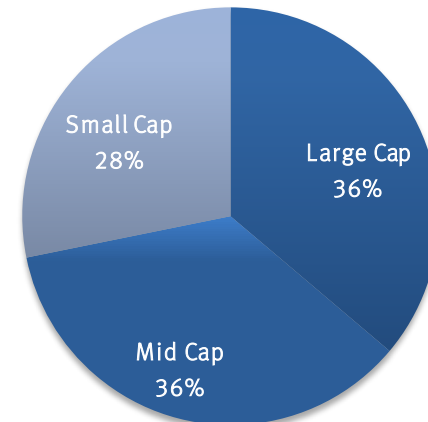
### U.S. Equity Research Coverage <sup>(1)(2)</sup>

Rank	Firm	Companies Under Coverage		
		Overall	Mid Cap	Small Cap
1	<b>Stifel/KBW</b>	<b>1,148</b>	<b>414</b>	<b>308</b>
2	JPMorgan	1,123	400	138
3	BofA Merrill Lynch	990	349	85
4	Wells Fargo	961	320	139
5	Citi	942	292	112
6	Morgan Stanley	913	281	90
7	<b>Jefferies</b>	<b>902</b>	<b>298</b>	<b>176</b>
8	<b>Raymond James</b>	<b>892</b>	<b>323</b>	<b>225</b>
9	Goldman Sachs	871	264	57
10	RBC Capital Markets	825	261	93
11	Deutsche Bank	823	257	86
12	Barclays	761	234	74
13	<b>Robert W. Baird &amp; Co</b>	<b>670</b>	<b>238</b>	<b>113</b>
14	<b>Suntrust Robinson Humphrey</b>	<b>666</b>	<b>270</b>	<b>111</b>
15	<b>Cowen</b>	<b>642</b>	<b>180</b>	<b>179</b>
16	<b>Keybank</b>	<b>637</b>	<b>273</b>	<b>78</b>
17	<b>Piper Jaffray</b>	<b>589</b>	<b>201</b>	<b>170</b>
18	Credit Suisse	582	174	77
19	<b>William Blair &amp; Co</b>	<b>558</b>	<b>200</b>	<b>131</b>
20	UBS	557	145	51
21	<b>BMO Capital Markets</b>	<b>549</b>	<b>158</b>	<b>63</b>
22	Morningstar	542	106	9
23	<b>Evercore</b>	<b>494</b>	<b>113</b>	<b>43</b>
24	<b>Oppenheimer</b>	<b>445</b>	<b>136</b>	<b>87</b>
25	<b>Macquarie</b>	<b>385</b>	<b>102</b>	<b>45</b>

### Stifel Research Highlights

- Largest provider of U.S. Equity Research
- Largest provider of U.S. Small Cap Research<sup>2</sup>
- #1 U.S. provider of Financial Services coverage
- Ranked #1 in 2016 & 2017 Thomson Reuters StarMine Awards
- Only firm ranked in the Top 10 each year for the last 11 years in the Thomson Reuter StarMine Analyst Awards

### Coverage Balanced Across All Market Caps <sup>(1)</sup>



(1) Source: StarMine rankings as of 10/31/17. Overall coverage includes only companies with a rating & domiciled in the U.S. Does not include Closed End Funds.

(2) Small Cap includes market caps less than \$1 billion; Mid Cap includes market caps less than \$5 billion.

# Institutional Group – Equity Sales and Trading

## *Powerful Platform Spanning North America and Europe*

### Institutional Equity Sales

- 80 person sales force, commission-based
- 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 15 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 655 non-deal roadshow days in 2016
- Extensive experience with traditional and overnight corporate finance transactions

### Equity Trading

- 28 sales traders located in
  - Baltimore, New York, Boston, Dallas, San Francisco, and London
- 12 position traders covering each major industry
- 13 specialized traders focused on: Option Trading
- Profitable model with advantages of scale

### Extensive Distribution Network

- Relationships with over 3,500 institutional accounts globally
- Active daily market maker in over 3,700 stocks
- Traded over 6.7 billion shares YTD in 2017
- 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

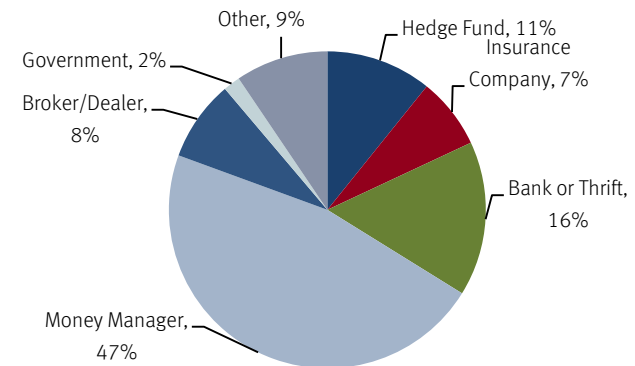
# Institutional Group – Fixed Income Capital Markets

## Strong Fixed Income Brokerage Capabilities

### Overview

- Comprehensive platform
  - 125 traders with annual client trade volume approaching \$500 billion
  - 50-person Fixed Income Research and Strategy Group
- Widespread distribution
  - More than 220 Institutional sales professionals covering over 12,000 accounts
  - 49 institutional fixed income offices nationwide
  - International offices in London, Zurich and Madrid

### Client Distribution (1)(2)



### 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                                  | ■ Aircraft Finance & Credit Solutions               |
| ■ Identification of relative value through asset class/security selection           | ■ Government-Guaranteed Loans                  | ■ Hybrid Securities                                 |
|   | ■ Asset-Backed Securities (ABS)                | ■ Emerging Markets                                  |
|   | ■ Commercial Mortgage-Backed Securities (CMBS) | ■ Structured Products                               |
|   | ■ Certificates of Deposit                      | ■ Investment Grade Credit                           |
|   |  | ■ Municipal Sales and Trading and Public Finance    |
|   |  | ■ UK Sales and Trading (former Knight Capital team) |

(1) Client Distribution is as of 11/27/2017

(2) Other category includes: Credit Union, Corporation, Hedge Fund, Pension Fund, Trust Company, Foundation, Endowment, University & Non-Profit.

# Institutional Group – Public Finance

## Overview

- Stifel has ranked in the top ten nationally for senior managed negotiated underwritings for the past five years, and Stifel has ranked #1 nationally for senior managed K-12 negotiated underwritings for 2016 & YTD 2017.
- Stifel’s Public Finance Group ranked #1 in municipal negotiated issues in 2016 & YTD 2017
- Total of 26 Public Finance offices
- Nearly 150 Public Finance professionals
- Specialty sectors:
  - Education
  - Local Government/Municipal
  - Healthcare
  - 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 mammoth skulls. One skull is on the left, facing right, with its tusk partially visible. The other skull is on the right, facing left, with its tusk also visible. They are set against a light, cloudy sky. A dark blue horizontal band is overlaid across the middle of the image, containing the text.

# Third Quarter Review

# Third Quarter Results

Financial Highlights <i>(000s, except per share data)</i>	Three Months Ended					Three Months Ended				
	Non-GAAP		U.S. GAAP			U.S. GAAP		U.S. GAAP		
	3Q17	3Q16	% Change	2Q17	% Change	3Q17	3Q16	% Change	2Q17	% Change
Net revenues	\$721,169	\$645,767	12%	\$725,647	-1%	\$721,169	\$641,986	12%	\$725,647	-1%
Compensation ratio	61.1%	62.5%	-140 bps	61.4%	-30 bps	62.2%	67.6%	-540 bps	62.5%	-30 bps
Non-compensation ratio	22.1%	23.5%	-140 bps	22.3%	-20 bps	22.8%	28.0%	-520 bps	26.0%	-320 bps
Pre-tax operating margin	16.8%	14.0%	280 bps	16.3%	50 bps	15.0%	4.4%	1,060 bps	11.5%	350 bps
Net income	\$73,949	\$54,719	35%	\$73,991	0%	\$66,536	\$17,814	274%	\$52,811	26%
Preferred dividend	\$2,343	\$1,563	50%	\$2,344	0%	\$2,343	\$1,563	50%	\$2,344	0%
Net income available to common shareholders	\$71,606	\$53,156	35%	\$71,647	0%	\$64,193	\$16,251	295%	\$50,467	27%
Earnings per diluted share available to common shareholders	\$0.89	\$0.69	29%	\$0.90	-1%	\$0.79	\$0.21	276%	\$0.63	25%

# Investment Banking, Brokerage Revenue, & Asset Management & Service Fees

Investment banking: (000s)	Three Months Ended				
	3Q17	3Q16	% Change	2Q17	% Change
Capital raising:					
Global Wealth Management revenue	\$9,072	\$12,212	-26%	\$10,641	-15%
Equity	43,277	20,782	108%	45,664	-5%
Fixed income	27,573	25,483	8%	46,495	-41%
Total capital raising	79,922	58,477	37%	102,800	-22%
Advisory fees	101,982	86,322	18%	82,461	24%
<b>Total investment banking revenue</b>	<b>\$181,904</b>	<b>\$144,799</b>	<b>26%</b>	<b>\$185,261</b>	<b>-2%</b>
<b>Brokerage:</b>	<b>Three Months Ended</b>				
<b>(000s)</b>	<b>3Q17</b>	<b>3Q16</b>	<b>% Change</b>	<b>2Q17</b>	<b>% Change</b>
Global Wealth Management brokerage revenue	\$158,334	\$165,475	-4%	\$168,085	-6%
Institutional brokerage:					
Equity	45,209	51,005	-11%	50,869	-11%
Fixed income	46,079	71,794	-36%	49,013	-6%
Total institutional brokerage	91,288	122,799	-26%	99,882	-9%
<b>Total brokerage revenue</b>	<b>\$249,621</b>	<b>\$288,274</b>	<b>-13%</b>	<b>\$267,967</b>	<b>-7%</b>
<b>Asset management &amp; service fees:</b>	<b>Three Months Ended</b>				
<b>(000s)</b>	<b>3Q17</b>	<b>3Q16</b>	<b>% Change</b>	<b>2Q17</b>	<b>% Change</b>
<b>Asset management &amp; service fee revenue</b>	<b>\$179,848</b>	<b>\$144,206</b>	<b>25%</b>	<b>\$172,914</b>	<b>4%</b>

# GAAP to Non-GAAP Reconciliation

## Three months ended September 30, 2017

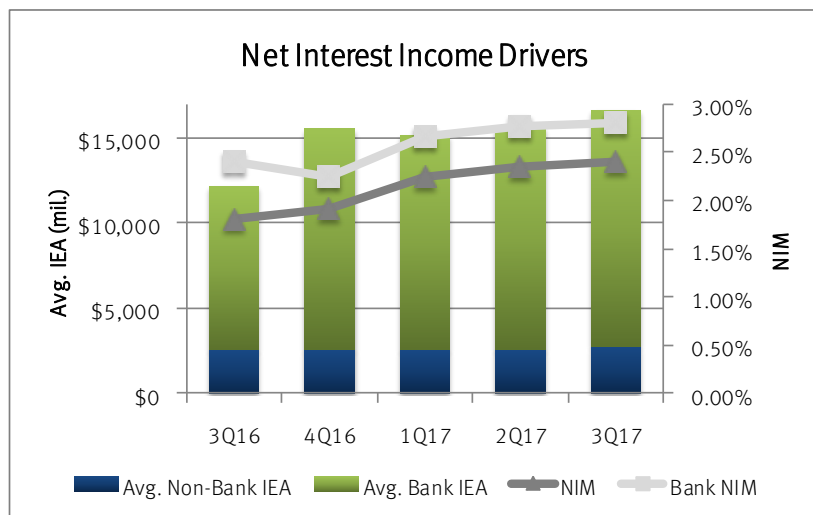
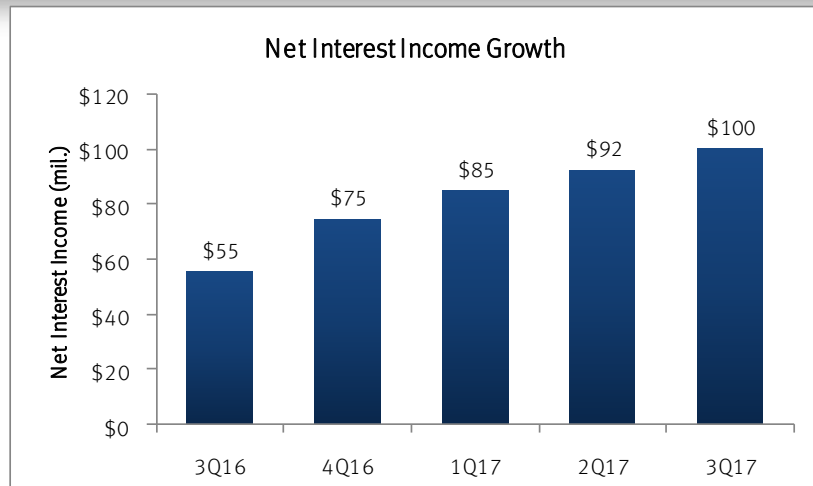
GAAP Results (000s)	Three months ended 09/30/17
Total GAAP Compensation & benefits expense	\$448,410
GAAP comp. ratio	62.2%
Total GAAP non-compensation expense	\$164,620
GAAP non-comp. ratio	22.8%
GAAP pre-tax margin	15.0%

Adjusted Non-GAAP Results (000s)	Three months ended 09/30/17
Total Adjusted Non-GAAP Compensation & benefits expense	\$440,354
Adjusted Non-GAAP comp. ratio	61.1%
Total adjusted Non-GAAP non-compensation expense	\$159,895
Adjusted Non-GAAP non-comp. ratio	22.1%
Adjusted Non-GAAP pre-tax margin	16.8%

GAAP to Non-GAAP Reconciliation for Third Quarter 2017 (000s)	09/30/17
<b>GAAP Net Income</b>	<b>\$66,536</b>
Preferred Dividend	2,343
<b>Net Income available to common Shareholders</b>	<b>\$64,193</b>
<b>Non-GAAP Adjustments</b>	
Acquisition-Related	10,244
Severance	2,538
Provision for Income Taxes	(5,369)
<b>Total Non-GAAP Adjustments</b>	<b>7,413</b>
<b>Non-GAAP Net Income Available to Common Shareholders</b>	<b>\$71,606</b>



# Balance Sheet & Net Interest Margin

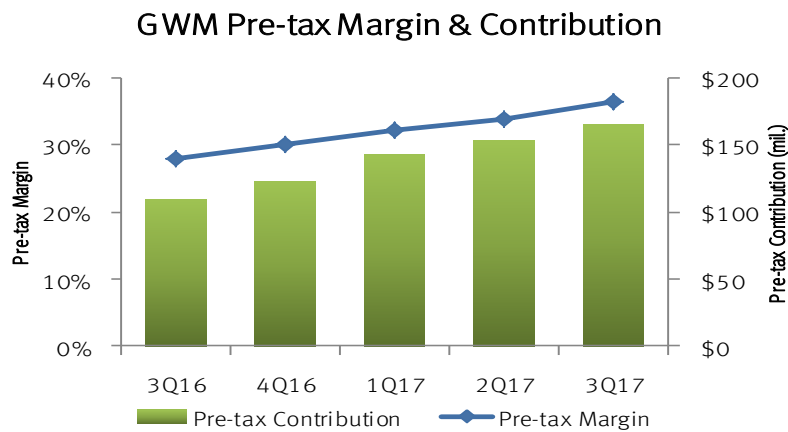
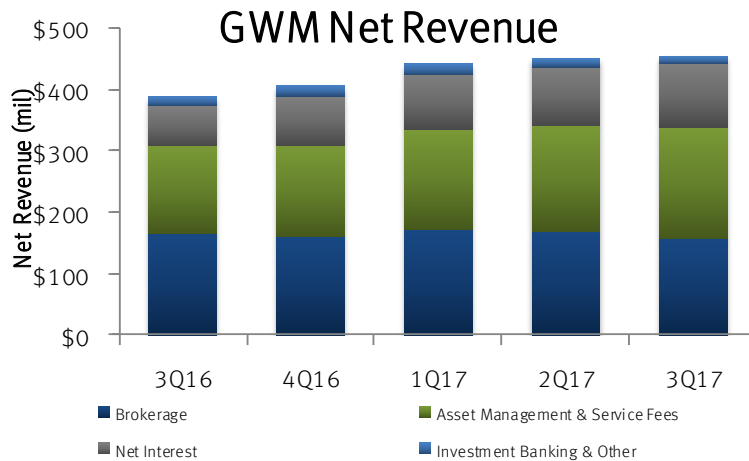


Average Yields on Balance Sheet					
	3Q'17	3Q'16	% Change	2Q'17	% Change
<b>Assets:</b>					
Bank loans	3.27%	2.93%	34 bps	3.10%	17 bps
<i>Commercial</i>	3.96%	3.52%	44 bps	3.76%	20 bps
<i>Securities based</i>	3.09%	2.43%	66 bps	2.84%	25 bps
<i>Mortgage</i>	2.66%	2.76%	-10 bps	2.66%	0 bps
Margin loans	3.20%	2.41%	79 bps	2.91%	29 bps
Bank investments	2.75%	2.22%	53 bps	2.80%	-5 bps
<b>Average Assets</b>	<b>2.82%</b>	<b>2.44%</b>	<b>38 bps</b>	<b>2.70%</b>	<b>12 bps</b>
<b>Liabilities:</b>					
Deposits	0.15%	0.08%	7 bps	0.07%	8 bps
Senior notes	4.33%	6.13%	-180 bps	4.07%	26 bps
Short-term borrowings	2.12%	1.72%	40 bps	1.84%	28 bps
<b>Average Liabilities</b>	<b>0.42%</b>	<b>0.63%</b>	<b>-21 bps</b>	<b>0.41%</b>	<b>1 bps</b>
<b>Net interest margin</b>	<b>2.40%</b>	<b>1.81%</b>	<b>59 bps</b>	<b>2.29%</b>	<b>11 bps</b>

The background of the slide features a close-up, high-angle shot of two mammoth heads. The heads are positioned as if they are in a physical struggle, with their tusks and snouts interlocked. The texture of their fur is highly detailed and appears to be made of a heavy, layered material. The lighting is dramatic, with strong highlights and deep shadows, set against a bright, cloudy sky. A dark blue horizontal band is superimposed over the middle of the image, containing the title text.

# Segment Results

# Global Wealth Management



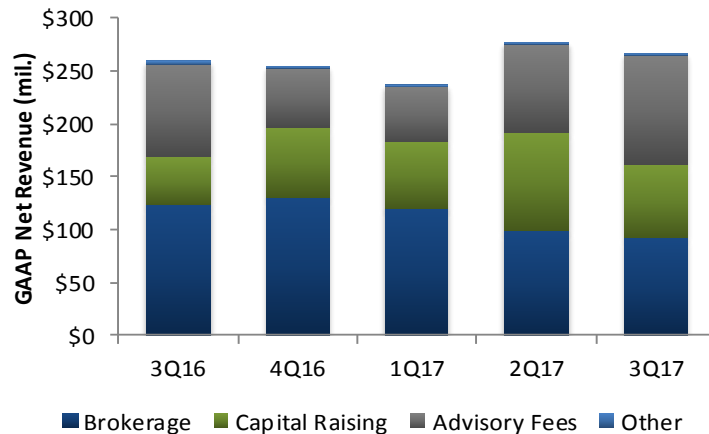
	3Q17	Y/Y Change	Sequential Change
<i>millions</i>			
<b>Global Wealth Management Revenue</b>			
Commissions	\$115	-2%	-4%
Principal Transactions	\$43	-10%	-10%
Brokerage	\$158	-4%	-6%
Asset Management & Service Fees	\$180	26%	4%
Net Interest	\$103	61%	8%
Investment Banking	\$9	-26%	-15%
Other	\$3	-33%	-25%
<b>Total Global Wealth Management Net Revenue</b>	<b>\$454</b>	<b>16%</b>	<b>0%</b>
Comp. Ratio	49.1%	-610 bps	-160 bps
Non-Comp. Ratio	15.2%	-170 bps	-20 bps
Pre-tax Margin	35.7%	780 bps	180 bps
Financial Advisors	2,252	-1%	-1%
Client AUA	\$265	13%	3%
Fee-based Client Assets	\$83	22%	5%

# Stifel Bank & Trust

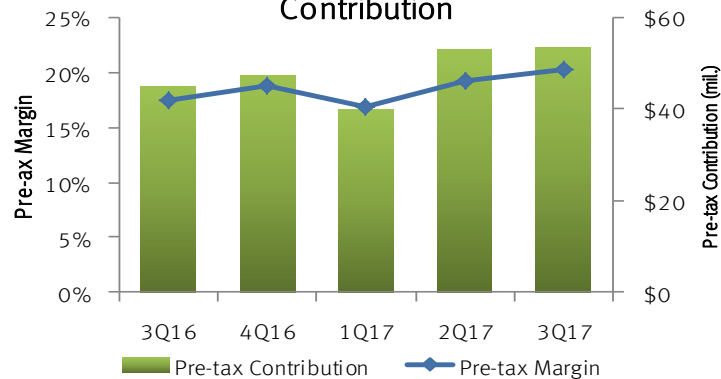
(mil. except for %'s)	3Q17	3Q16	% Change	2Q17	% Change
<b>Assets:</b>					
Investments	\$7,238	\$5,377	35%	\$6,753	7%
Mortgage Loans	2,518	1,804	40%	2,249	12%
Commercial Loans	2,380	1,558	53%	2,064	15%
Securities Based Loans	1,840	1,453	27%	1,756	5%
<b>Total Loans, net</b>	<b>\$6,783</b>	<b>\$4,957</b>	<b>37%</b>	<b>\$6,160</b>	<b>10%</b>
Loans Held for Sale	166	217	-24%	140	19%
<b>Total Assets</b>	<b>\$14,539</b>	<b>\$11,019</b>	<b>32%</b>	<b>\$13,598</b>	<b>7%</b>
<b>Liabilities:</b>					
Deposits	\$12,884	\$9,885	30%	\$12,050	7%
<b>Credit Metrics</b>					
Non-performing assets (\$s)	22	28	-21%	21	5%
Non-performing assets (%s)	0.15%	0.25%	-10 bps	0.15%	-1 bps
Allowance as a percentage of loans	0.92%	0.79%	13 bps	0.88%	4 bps
Net Interest Margin	2.80%	2.41%	39 bps	2.77%	3 bps

# Institutional Group

## Institutional Group Net Revenue



## Institutional Group Pre-tax Margin & Contribution



	3Q17	Y/Y Change	Sequential Change
<i>millions</i>			
<b>Institutional Revenue</b>			
<b>Equity</b>			
Advisory	\$95	13%	17%
Underwriting	\$43	108%	-5%
Brokerage	\$45	-11%	-11%
Total Equity Capital Markets Revenue	\$183	16%	3%
<b>Fixed Income</b>			
Advisory	\$7	228%	359%
Underwriting	\$28	8%	-41%
Brokerage	\$46	-36%	-6%
Total Fixed Income Capital Markets Revenue	\$82	-20%	-17%
<b>Total Institutional Group Net Revenue</b>	<b>\$265</b>	<b>2%</b>	<b>-4%</b>
Comp. Ratio	60.0%	-110 bps	40 bps
Non-Comp. Ratio	20.5%	-100 bps	-90 bps
Pre-tax Margin	19.5%	210 bps	30 bps