

FOR IMMEDIATE RELEASE

STIFEL COMPLETES ACQUISITION OF BARCLAYS WEALTH AND INVESTMENT MANAGEMENT, AMERICAS

ST. LOUIS, December 4, 2015 — Stifel Financial Corp. (NYSE: SF) today announced that it has completed the acquisition of Barclays' Wealth and Investment Management, Americas franchise in the U.S. ("Barclays Wealth Americas"). Financial aspects of the transaction are as previously disclosed.

"Today marks another transformational achievement in the growth of our Global Wealth Management business. We are very excited to welcome our new associates from Barclays. Through the combination of the depth of Barclays' franchise and the breadth of Stifel's product offerings, we are creating a premier wealth management platform. We've already initiated, and are committed to making, significant investments in our platform with the goal of providing our clients with a superior set of products and services," said Ronald J. Kruszewski, Chairman and CEO of Stifel.

To further build out the firm's ultra-high net worth capabilities, Stifel has made significant investments in infrastructure to support the combined platform in key areas, including product support, manager research and selection, portfolio construction, custom credit, and additional technology resources. As part of the agreement, Stifel will now act as the U.S. private wealth distribution channel for certain of Barclays' equities and credit new issue securities.

"Barclays is pleased to have completed the transaction, which brings our U.S. investment representatives under the Stifel banner. We look forward to our continuing collaboration through our distribution agreement," added Akshaya Bhargava, CEO of Wealth and Investment Management at Barclays.

Stifel Company Information

Stifel Financial Corp. (NYSE: SF) is a financial services holding company headquartered in St. Louis, Missouri, that conducts its banking, securities, and financial services business through several wholly owned subsidiaries. Stifel's broker-dealer clients are served in the United States through Stifel, Nicolaus & Company, Incorporated; Keefe, Bruyette & Woods, Inc.; Miller Buckfire & Co., LLC; and Century Securities Associates, Inc., and in the United Kingdom and Europe through Stifel Nicolaus Europe Limited. The Company's broker-dealer affiliates provide wealth management, investment banking, trading, investment advisory, and related financial services to individual investors, professional money managers, businesses, and municipalities. Stifel Bank & Trust offers a full range of consumer and commercial lending solutions. Stifel Trust Company, N.A. and 1919 Investment Counsel & Trust Company offer trust and related services. To learn more about Stifel, please visit the Company's web site at www.stifel.com.

Cautionary Note Regarding Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended that are based upon our current expectations and projections about future events. We intend for these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in the Private Securities Litigation Reform Act of 1995, and we are including this statement for purposes of these safe harbor provisions. The forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by the statements. In addition, our past results of operations do not necessarily indicate our future results. These factors include, but are not limited to, the state of the financial markets and the economy, Stifel's ability to implement its strategic initiatives and achieve the expected benefits of the merger with Barclays Wealth Americas, retain key professionals, as well as other competitive, economic, political, and market conditions and fluctuations, government and industry regulation, risks relating to the merger with Barclays Wealth Americas, including the effect of the completion of the

transaction on Stifel's or Barclays Wealth Americas' business relationships, operating results and business generally, and other factors. Some of the other factors are those that are discussed in Item 1A "Risk Factors" in Stifel's Annual Report on Form 10-K for the year ended December 31, 2014, and in Stifel's Quarterly Reports on Form 10-Q filed with the SEC thereafter. We do not assume responsibility for the accuracy or completeness of any forward-looking statement, and you should not rely on forward-looking statements as predictions of future events. We are under no duty to update any of these forward-looking statements to conform them to actual results or revised expectations.

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