

FOR IMMEDIATE RELEASE

STIFEL TO ACQUIRE ZIEGLER WEALTH MANAGEMENT

ST. LOUIS, October 30, 2017 – Stifel Financial Corp. (NYSE: SF) today announced it has entered into a definitive agreement with B.C. Ziegler & Company (“Ziegler”) to acquire its wealth management business, Ziegler Wealth Management. Terms of the transaction were not disclosed and it is expected to close in the first quarter of 2018.

Established in 1902 and headquartered in Chicago, Illinois, Ziegler Wealth Management has 57 private client advisors in 12 branches across five states that manage approximately \$4.8 billion in client assets.

“The addition of the Ziegler businesses is another step in the growth strategy for Stifel. We have worked with the management team at Ziegler in the past and we are excited to add not only a growing and profitable business to our platform but one whose culture of integrity and putting the client first is very similar to our own,” said Ronald J. Kruszewski, Chairman and CEO of Stifel.

“With more than 115 years of experience, Ziegler is known for our depth and breadth of services, the integrity of our operations and client counsel, and the positive impact we have on the communities we serve,” said Tom Paprocki, CEO of Ziegler. “The sale of our Wealth Management division to Stifel makes strategic sense, as it allows our colleagues to grow with a company that has an equally impressive 128-year history of helping clients achieve their financial goals. Simultaneously, this move allows us to tighten Ziegler’s focus on our institutional offerings, such as investment banking, capital markets and fund management, for clients in the healthcare, senior living and education sectors. These are capabilities upon which we were founded, and for which today we are nationally recognized.”

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; Century Securities Associates, Inc.; and Eaton Partners, LLC, and in the United Kingdom and Europe through Stifel Nicolaus Europe Limited. The Company’s broker-dealer affiliates provide securities brokerage, 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 Stifel Trust Company Delaware, N.A. offer trust and related services. To learn more about Stifel, please visit the Company’s web site at www.stifel.com.

About Ziegler

Ziegler is a privately held investment bank, capital markets and proprietary investments firm, celebrating its 115th anniversary this year. Ziegler is ranked No. 1 in the country in healthcare/senior living underwriters by issuance and No. 4 by par amount (Thomson Reuters, 2016), and is ranked in the top 20 municipal underwriters in the country by volume (Bloomberg, 2016). Specializing in the healthcare,

senior living and education sectors, as well as general municipal and structured finance enables Ziegler to generate a positive impact on the communities it serves. Headquartered in Chicago with regional and branch offices throughout the United States, Ziegler provides its clients with capital raising, strategic advisory services, equity and fixed income sales & trading and research. To learn more, visit www.ziegler.com.

Cautionary Note Regarding Forward-Looking Statements

The information contained in this press release contains certain statements that may be deemed to be “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. All statements in this report not dealing with historical results are forward-looking and are based on various assumptions. The forward-looking statements in this report are subject to risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by the statements. Material factors and assumptions could cause actual results to differ materially from current expectations. The Company does not undertake to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements are made. The Company disclaims any intent or obligation to update these forward-looking statements.

Stifel Investor Relations Contact

Joel Jeffrey

(212) 271-3610

investorrelations@stifel.com