

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

Stifel Cross Sector Insight Conference

June 8-10, 2021

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.

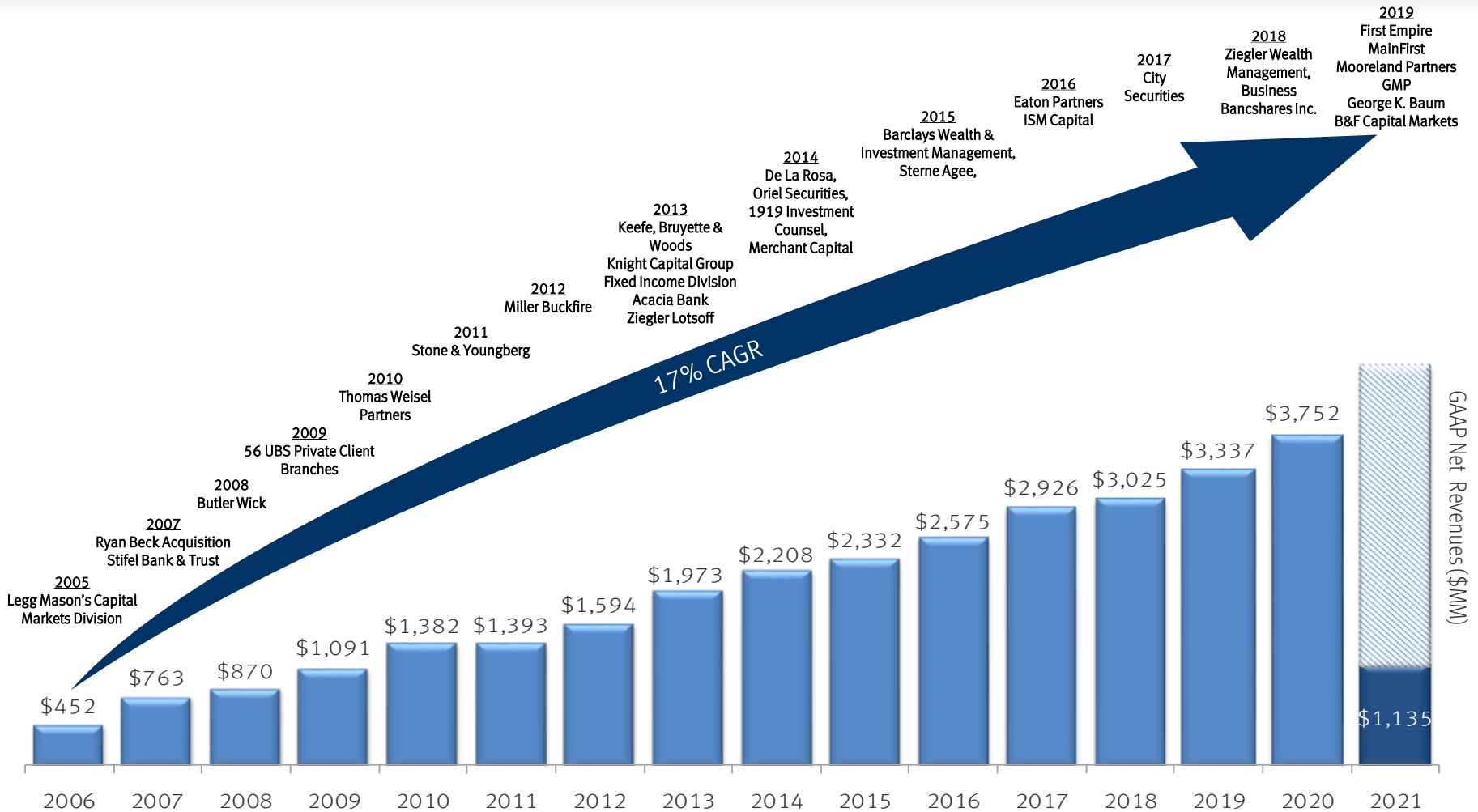
Actual results may differ materially and reported results should not be considered as an indication of future performance. Factors that could cause actual results to differ are included in the Company’s annual and quarterly reports and from time to time in other reports filed by the Company with the 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 months ended March 31, 2021. 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.

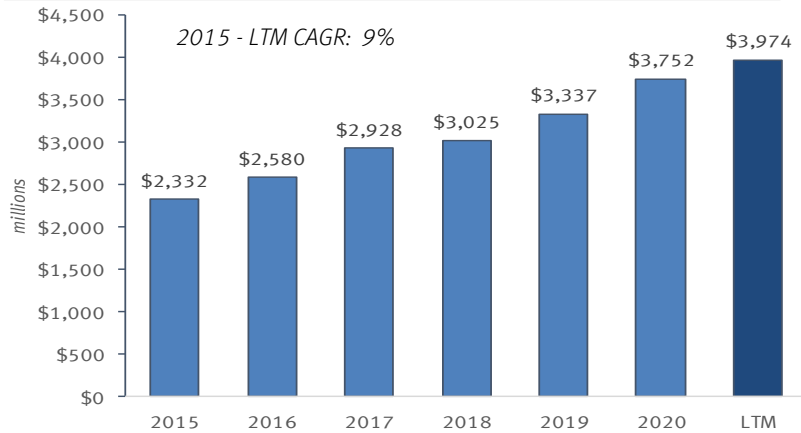
A History of Organic Growth & Acquisitions



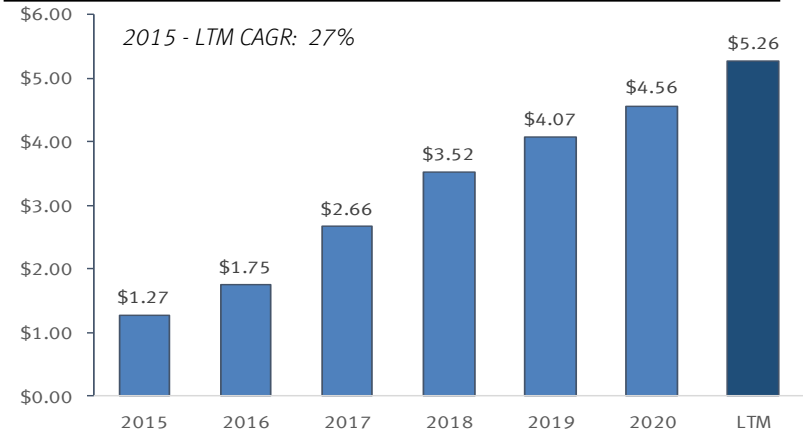
* 2021 full year GAAP net revenues based on annualized results as of 03/31/2021.

A Diversified Growth Company

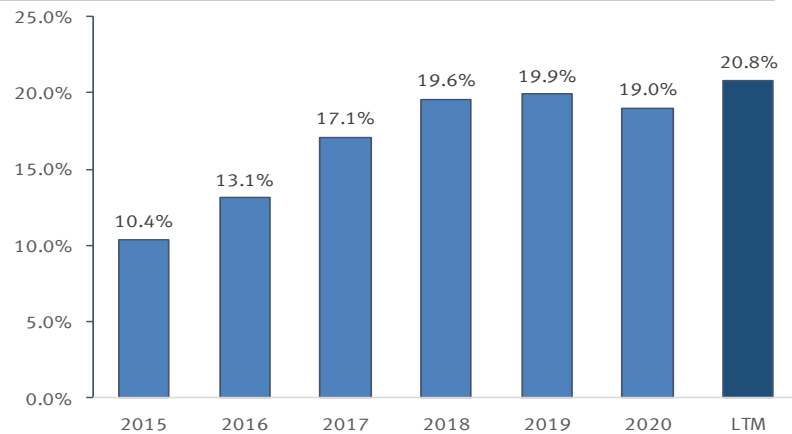
Net Revenue¹



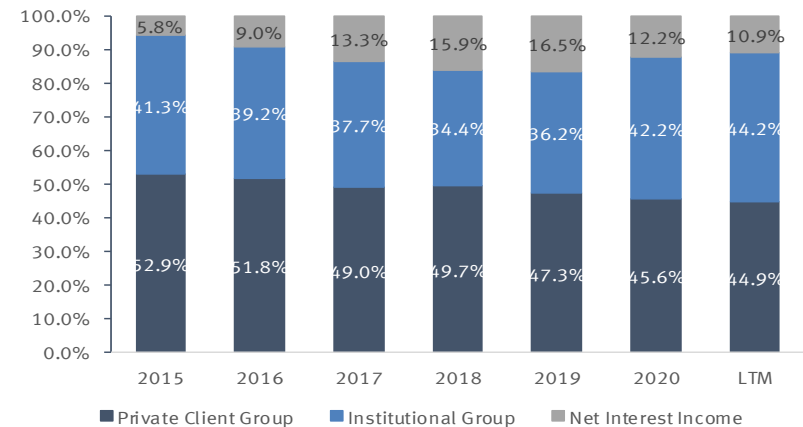
Earnings Per Share^{1,2}



Pre-tax Margin¹



Revenue Contribution by Segment



(1) Non-GAAP

(2) Incorporates impact of 3:2 stock split announced on November 11, 2020

The background of the slide features two large, light-colored sculptures of bears in a fighting pose, set against a cloudy sky. The sculptures are positioned on either side of the central text, with their heads and front paws facing each other. The overall scene is brightly lit, suggesting a sunny day.

Business Overview

Stifel – Premier Investment Bank and Wealth Management Firm

Stifel at a Glance 2020 GAAP Net Revenue - \$3.8 billion

Global Wealth Management (GWM) 2020 Net Revenue - \$2.2 billion

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

Institutional Group (IG) 2020 Net Revenue - \$1.6 billion

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

- Low leverage (6.5x) ⁽¹⁾ ⁽²⁾, \$4.3 billion stockholders' equity ⁽²⁾ and \$7.3 billion market capitalization ⁽³⁾
- 27% Insider ownership aligns employees' interests with other shareholders ⁽⁴⁾
- Approximately 8,500 full-time associates⁽²⁾
- Balanced business mix (58% GWM / 42% IG) (2020 net revenues)
- National presence with 2,274 financial advisors⁽²⁾
- 2nd largest U.S. equity research platform with approximately 1,115 stocks under coverage⁽²⁾
- Broad investment banking and institutional sales and trading capabilities – domestic and international

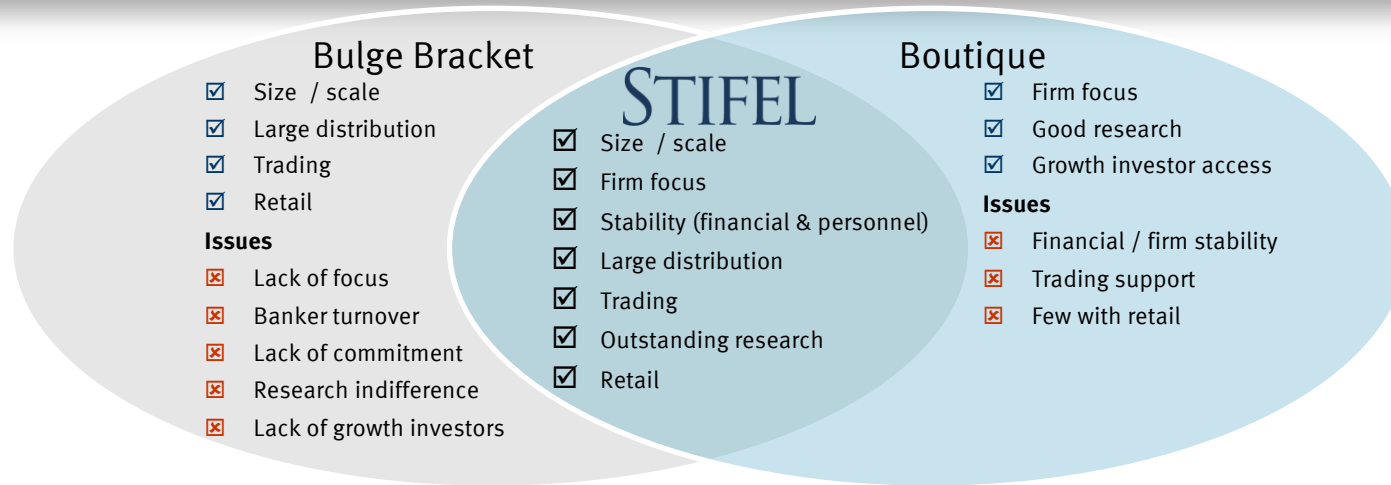
(1) Assets / equity.

(2) As of 03/31/2021

(3) As of 06/01/2021

(4) Insider ownership percentage includes all units outstanding, as of March 29, 2021.

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



Institutional

- **2nd LARGEST** provider of U.S. equity research
- **5th 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 2020 U.S. trading volume per Bloomberg, as of 12/31/2020

(2) Source: Publicly available information for U.S. brokerage networks. Includes investment banks only.

(3) Morgan Stanley brokers based pm 12/31/2020 results as the firm no longer reports number of Financial Advisors.

Wealth Management

#7 Largest Retail Brokerage Network⁽²⁾

Rank	Firm	Brokers
1	Bank of America Merrill Lynch	19,808
2	Morgan Stanley Wealth Management ⁽³⁾	15,950
3	Wells Fargo Securities	13,277
4	Raymond James Financial	8,327
5	UBS	6,335
6	JPMorgan	2,462
7	Stifel Financial Corp.	2,274
8	Oppenheimer & Co.	1,000

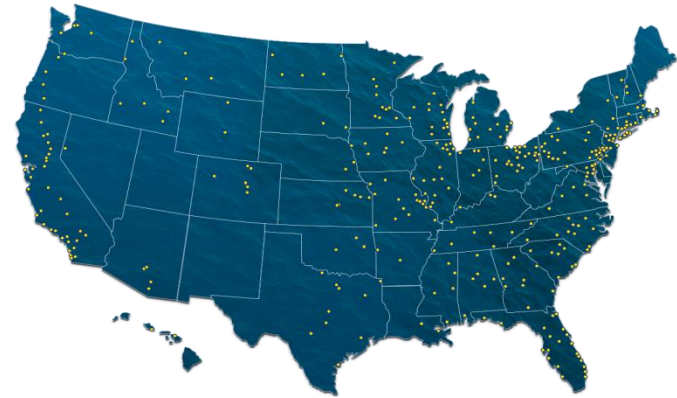
Global Wealth Management (GWM)

Provides Securities Brokerage Services and Stifel Bank Products

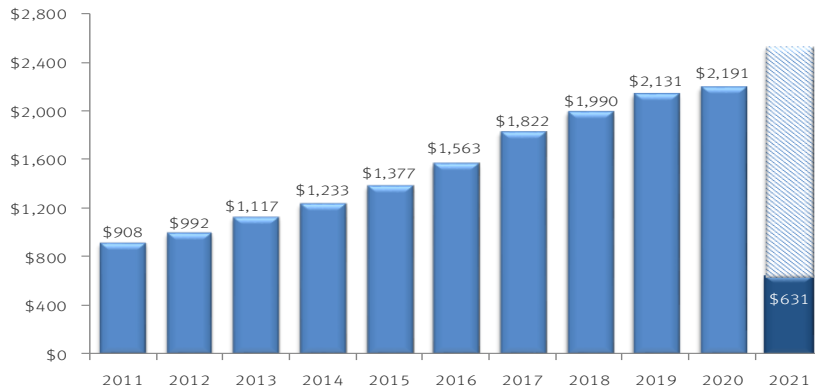
Overview

- Grown from 600+ financial advisors in 2005 to 2,274 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 through employee & independent financial advisor channels

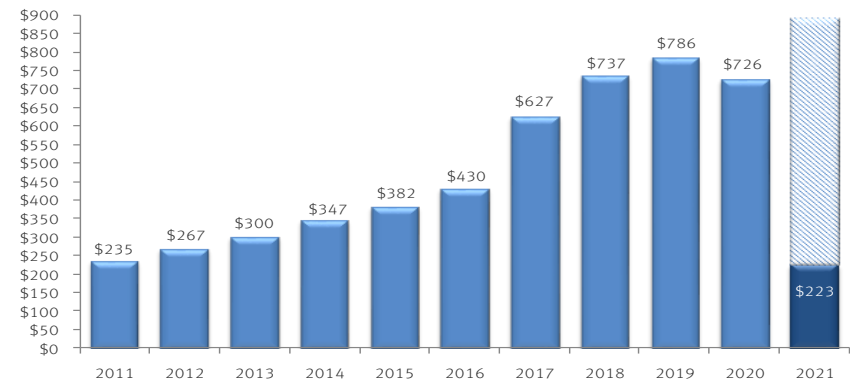
National Presence



Net Revenues (\$MM) ⁽¹⁾



Operating Contribution (\$MM) ⁽¹⁾



(1) 2021 full year net revenues & operating contribution based on annualized results as of 03/31/2021.

GWM – Stifel Bancorp, Inc.

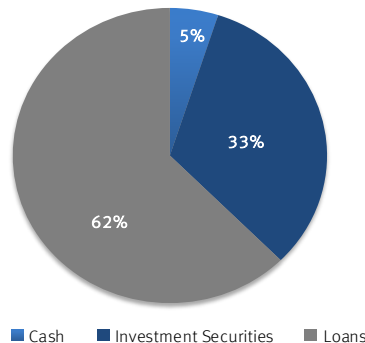
Overview

- 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

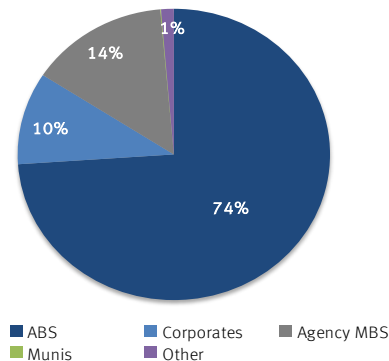
Key Statistics (000s) ⁽¹⁾⁽²⁾

Total assets	\$20,500
Total deposits	18,715
Total equity	1,474
ROAA	1.56%
ROAE	21.60%
Tier 1 Risk Based Capital	11.10%
Tier 1 Leverage	7.10%
NPAs/Assets	0.07%

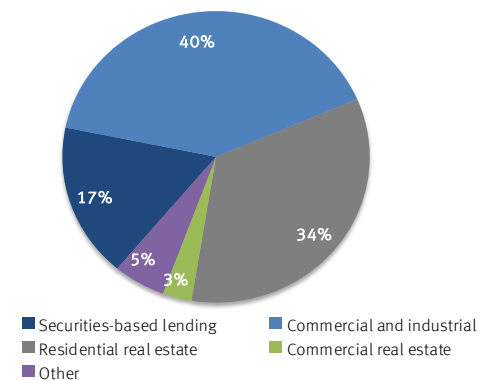
Interest Earnings Assets



Investment Portfolio



Loan Portfolio ⁽³⁾



Note: Key Statistic Data as of 3/31/2021.

(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.

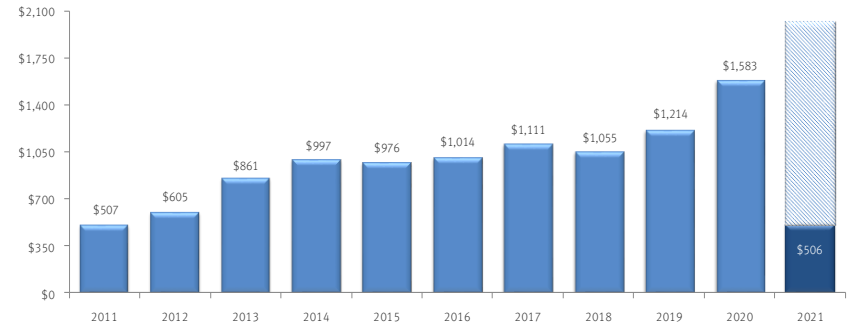
(3) Other includes construction and land, consumer loans, and home equity lines of credit.

Institutional Group

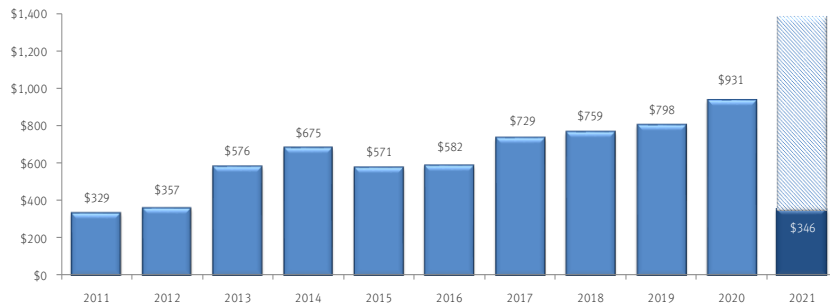
Overview

- Provides securities brokerage, trading, research, underwriting and corporate advisory services
- 2nd Largest provider of U.S. Equity Research
- 5th 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

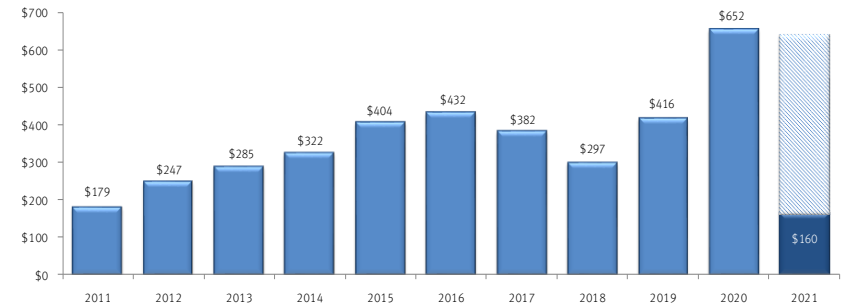
Net Revenues (\$MM)^{(2)(3) (4)}



Equity Capital Markets Net Revenues ⁽⁴⁾⁽⁵⁾



Fixed Income Capital Markets Net Revenues⁽⁴⁾⁽⁵⁾



- (1) Based on 2020 U.S. trading volume per Bloomberg, as of 12/31/2020 (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) 2021 full year results based on annualized results as of 03/31/2021
- (5) Equity and Fixed Income Net Revenues comprised of Brokerage, Investment Banking, Net Interest Income, and Other