

STIFEL

FINANCIAL

A large, light blue graphic of the Stifel Financial logo, which consists of a stylized 'S' and 'F' formed by horizontal lines, positioned behind the word 'FINANCIAL'.

**1st Quarter 2007 Fiscal Year
Earnings Conference Call**

May 15, 2007

Forward Statements

This presentation may contain “forward-looking statements” that involve risks and uncertainties, including statements relating to the market opportunity and future business prospects of Stifel Financial Corp. and Stifel Nicolaus (“SF” or the “Company”).

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.

To supplement our financial statements presented in accordance with GAAP, the management uses certain non-GAAP measures of financial performance and liquidity. These non-GAAP measures are in addition to results prepared by the Company in accordance with GAAP, and should only be considered together with the Company’s GAAP results.

Certain statements in the following presentation relate to future results that are forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995.



1st Quarter Update 2007



1st Quarter Highlights

- Record quarterly revenue of \$162.5 million, a 43% increase over the prior year first quarter.
- Our Private Client Group ("PCG"), and Equity Capital Markets ("ECM"), achieved record revenue and profits for the three-months ended March 31, 2007.
- Commission and principal transactions increased 26% over the previous year first quarter.
- Investment banking revenue increased 174% to \$43.1 million over the prior year first quarter.
- Asset management and service fees increased 44% to \$19.4 million over the prior year first quarter.

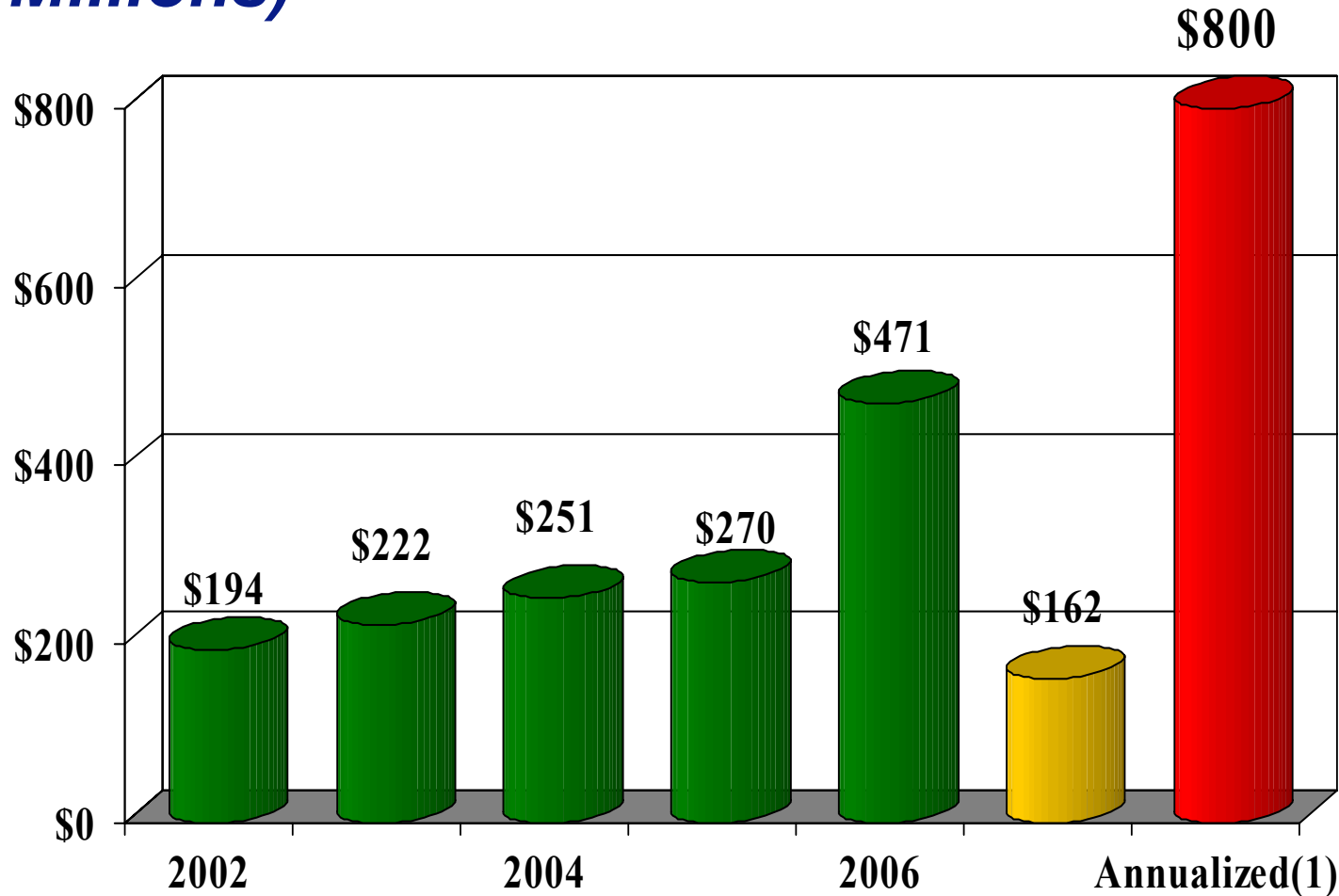


1st Quarter Highlights

- For the three months ended March 31, 2007, utilizing Core earnings, pretax margin was 14% and annualized return on average equity totaled 21%.
- We closed on the acquisition of Ryan Beck & Company from BankAtlantic Bancorp Inc. on February 28, 2007 adding 400 financial advisors in 38 offices, significantly increasing our presence in the Mid-Atlantic region which brings our number of PCG financial advisors we employ including independent contractors to 1,143.
- We received approval from the Federal Reserve Board to become a bank holding company and financial holding company in connection with our acquisition of First Service Financial Company and its bank subsidiary First Service Bank which we closed on April 2, 2007. First Service Bank converted its charter from a Missouri bank to a Missouri trust company and changed its name to Stifel Bank and Trust.
- We completed our private placement of \$35 million of 6.79% Cumulative Trust Preferred Securities.



Stifel Financial Core Total Revenues (\$ Millions)



(1) Annualized represents Stifel Financial Corp and Ryan Beck based on three months ended March 31, 2007.



Ryan Beck Update



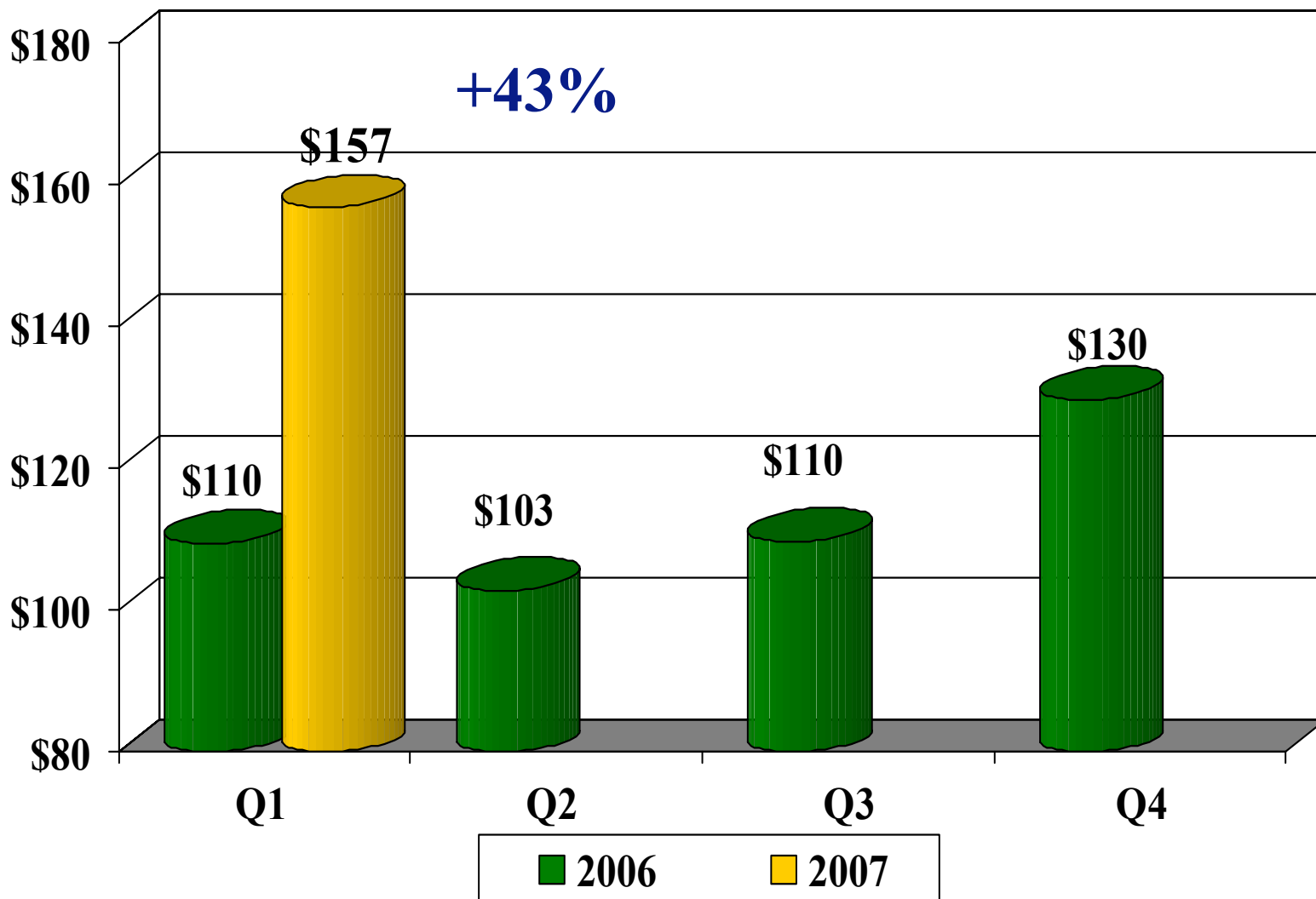
1st Quarter GAAP to Core Earnings

(\$ in thousands)	GAAP		Acquisition Related		Core Business		
	\$		\$		\$	% Net Rev	
<u>Revenues</u>							
Net Revenues	\$	156,961	\$	-	\$	156,961	100%
<u>Non-Interest Expenses</u>							
Compensation and benefits		110,834		6,162		104,672	67%
Operating Expenses		31,310		1,138		30,172	19%
Total non-interest expenses		142,144		7,300		134,844	86%
Income/(loss) before income taxes		14,817		(7,300)		22,117	14%
Provision (benefit) for income taxes		5,988		(2,950)		8,938	6%
Net Income/(Loss)	\$	8,829	\$	(4,350)	\$	13,179	8%
Earnings per Share:							
Basic		<i>\$0.67</i>		<i>(\$0.34)</i>		<i>\$1.01</i>	
Diluted		<i>\$0.58</i>		<i>(\$0.28)</i>		<i>\$0.86</i>	



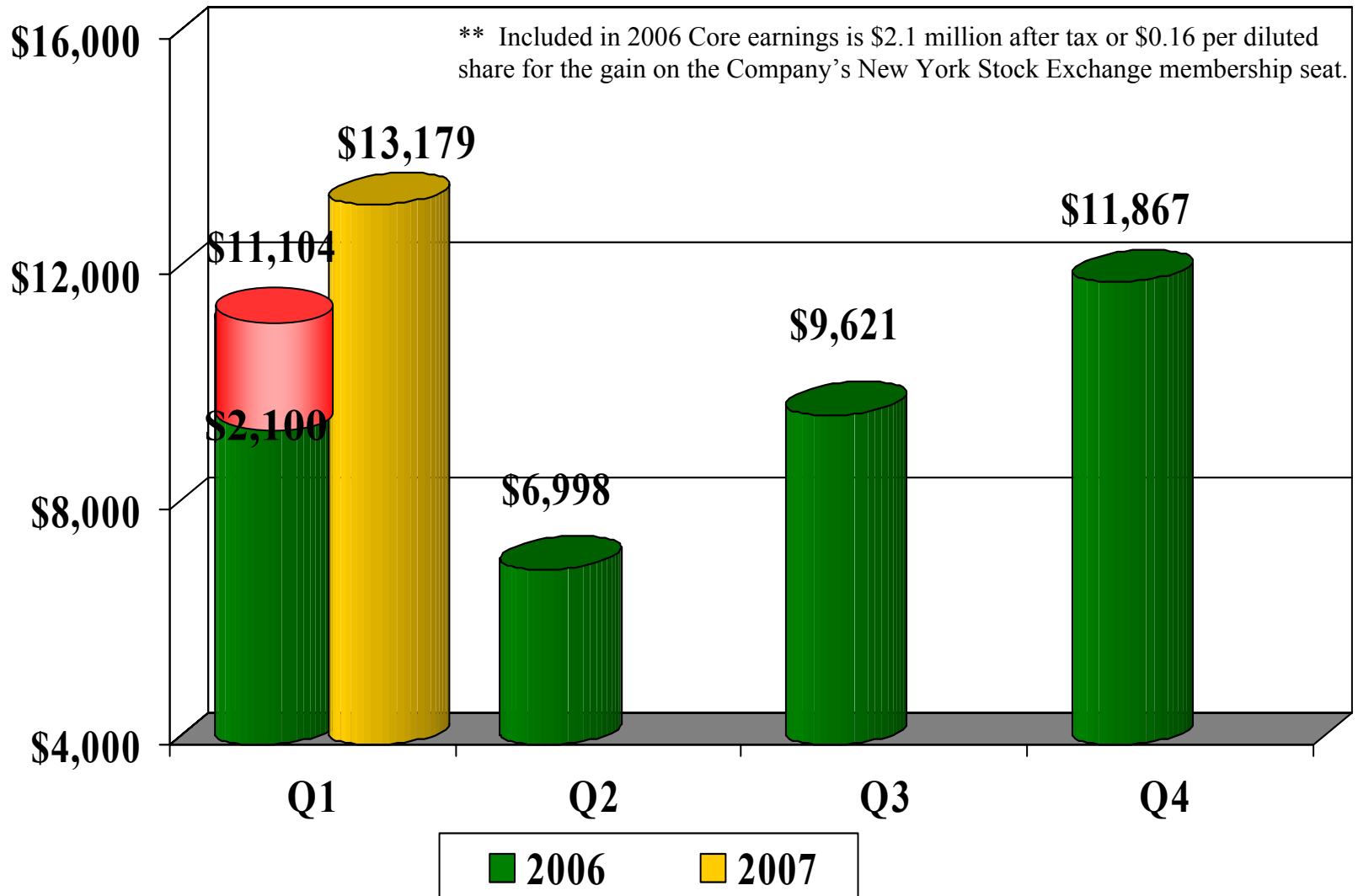
Stifel Financial Core Net Revenues by Quarter

(\$ Millions)

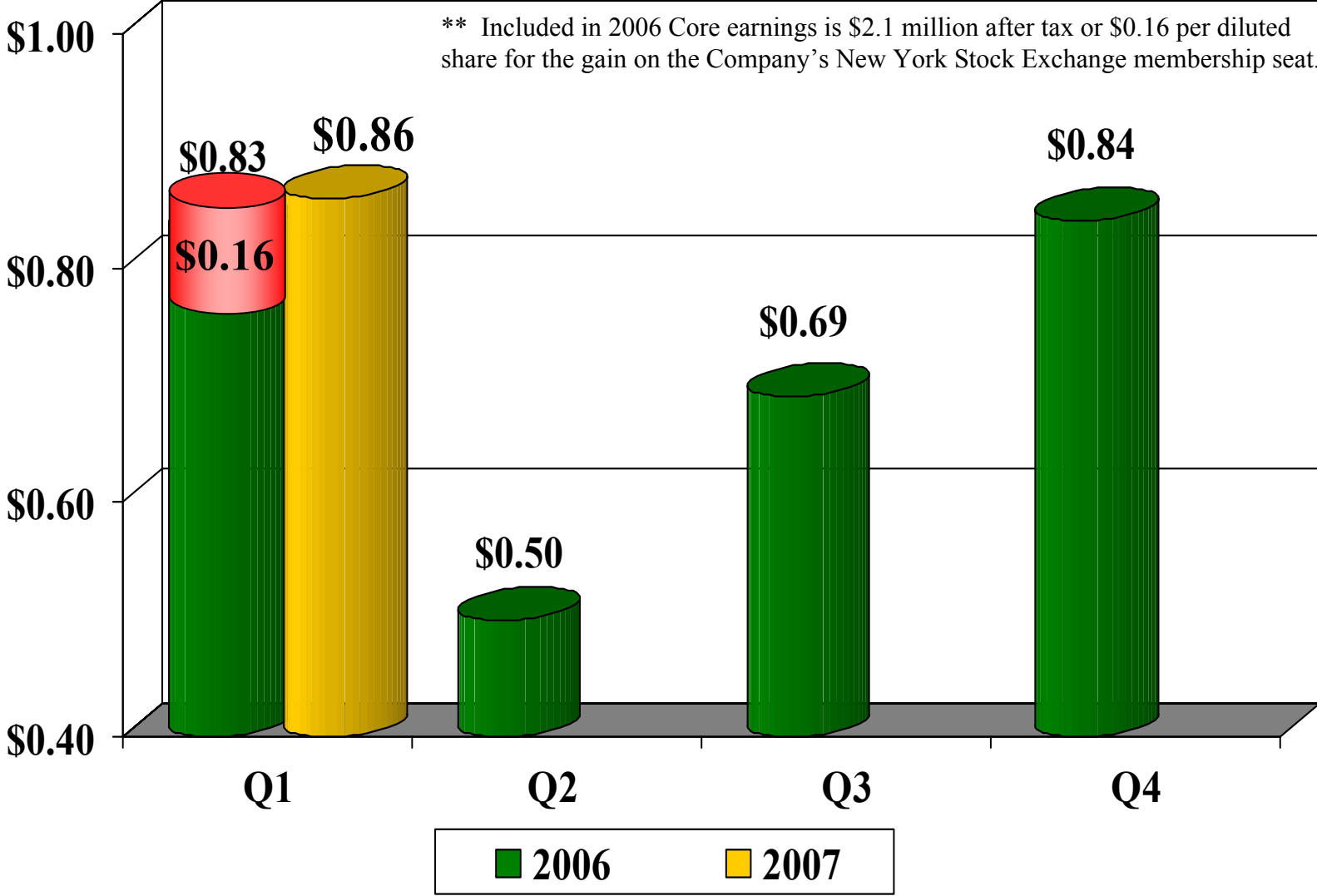


Stifel Financial Core Net Income by Quarter

(\$ Thousands)



Stifel Financial Core Diluted EPS by Quarter



Segment Update



1st Quarter Core Segment Comparison

(\$ in thousands)	Three Months Ended			Percent Change From	
	3/31/2007	12/31/2006	3/31/2006	12/31/2006	3/31/2006
<u>Net Revenues</u>					
Private client	\$ 85,527	\$ 63,990	\$ 55,684	34%	54%
Equity capital markets	52,530	44,152	33,798	19%	55%
Fixed income capital markets	14,615	17,636	11,875	-17%	23%
Other	4,289	4,015	8,174	7%	-48%
Total net revenues	\$ 156,961	\$ 129,793	\$ 109,531	21%	43%
<u>Operating Contribution</u>					
Private client	\$ 18,091	\$ 14,118	\$ 12,914	28%	40%
Equity capital markets	13,418	7,628	7,100	76%	89%
Fixed income capital markets	1,887	4,745	1,675	-60%	13%
Other / unallocated overhead	(18,579)	(14,119)	(20,906)	32%	-11%
Income before income taxes	\$ 14,818	\$ 12,372	\$ 783	20%	1792%



Private Client Group Quarterly Income Statements

	Quarters Ended						Increase/Decrease	
	% of		% of		% of			
	<u>03/31/07</u>	Net Rev	<u>12/31/06</u>	Net Rev	<u>03/31/06</u>	Net Rev	<u>12/31/06</u>	<u>03/31/06</u>
<i>(\$ in thousands)</i>								
<u>Revenues</u>								
Total Revenues	\$ 89,005	104%	\$ 67,434	105%	\$ 58,376	105%	32%	52%
Interest Expense	3,478	4%	3,444	5%	2,692	5%	1%	29%
Net Revenues	<u>85,527</u>	100%	<u>63,990</u>	100%	<u>55,684</u>	100%	34%	54%
<u>Non-Interest Expenses</u>								
Compensation and Benefits	54,956	64%	39,993	62%	34,539	62%	37%	59%
Operating Expense	12,380	15%	9,879	6%	8,231	6%	26%	52%
Total non-interest expenses	<u>67,336</u>	79%	<u>49,872</u>	78%	<u>42,770</u>	77%	35%	58%
Income before income taxes	<u>\$ 18,190</u>	21%	<u>\$ 14,118</u>	22%	<u>\$ 12,914</u>	23%	28%	40%



Equity Capital Markets Quarterly Income Statements

	Quarters Ended						Increase/Decrease	
	% of		% of		% of			
	03/31/07	Net Rev	12/31/06	Net Rev	03/31/06	Net Rev	12/31/06	03/31/06
<i>(\$ in thousands)</i>								
Revenues								
Total Revenues	\$ 52,644	100%	\$ 44,220	100%	\$ 33,854	100%	19%	56%
Interest Expense	114	0%	68	0%	56	0%	68%	104%
Net Revenues	52,530	100%	44,152	100%	33,798	100%	19%	55%
Non-Interest Expenses								
Compensation and Benefits	30,889	59%	27,750	63%	19,899	59%	11%	55%
Non-Comp Operating Expenses	8,223	16%	8,774	20%	6,799	20%	-6%	21%
Total non-interest expenses	39,112	75%	36,524	83%	26,698	79%	7%	46%
Income before income taxes	\$ 13,417	25%	\$ 7,628	17%	\$ 7,100	21%	76%	89%



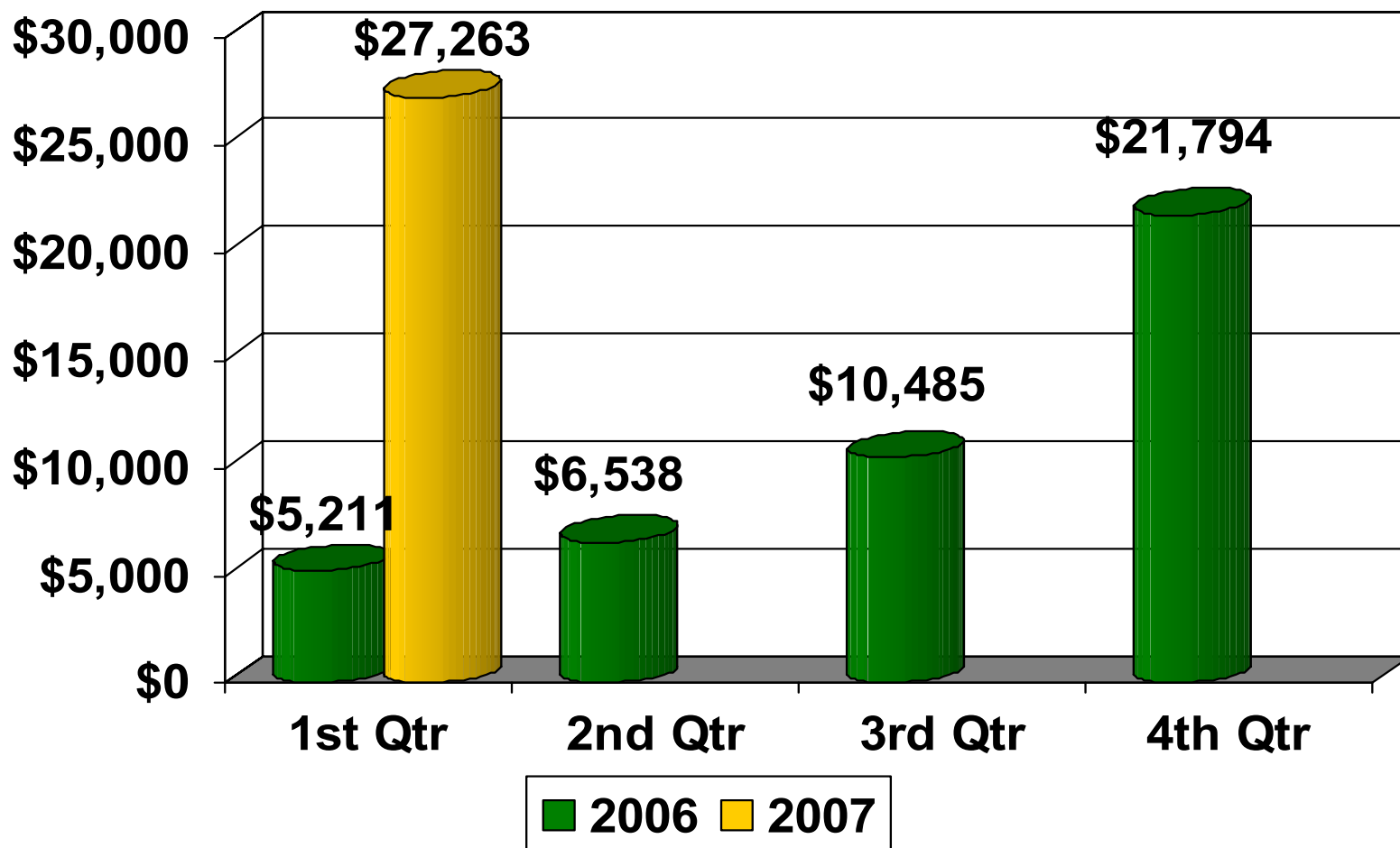
Investment Banking

Quarterly

<i>(\$ in thousands)</i>	<u>03/31/07</u>	<u>%</u>	<u>03/31/06</u>	<u>%</u>	% Change
Capital Raising	\$ 27,263	63%	\$ 5,211	33%	423%
Advisory Fees	15,803	37%	10,537	67%	50%
Total Investment Banking	<u>\$ 43,066</u>	100%	<u>\$ 15,748</u>	100%	173%



Investment Banking Capital Raising



Fixed Income Capital Markets Quarterly Income Statements

	Quarters Ended						Increase/Decrease	
	% of		% of		% of			
	<u>03/31/07</u>	Net Rev	<u>12/31/06</u>	Net Rev	<u>03/31/06</u>	Net Rev	12/31/06	03/31/06
<i>(\$ in thousands)</i>								
Revenues								
Total Revenues	\$ 21,245	145%	\$ 24,194	137%	\$ 14,311	121%	-12%	48%
Interest Expense	6,630	45%	6,558	37%	2,436	21%	1%	172%
Net Revenues	14,615	100%	17,636	100%	11,875	100%	-17%	23%
Non-Interest Expenses								
Compensation and Benefits	10,154	69%	10,638	60%	7,499	63%	-5%	35%
Non-Comp Operating Expenses	2,574	18%	2,253	13%	2,701	23%	14%	-5%
Total non-interest expenses	12,728	87%	12,891	73%	10,200	86%	-1%	25%
Income before income taxes	\$ 1,887	13%	\$ 4,745	27%	\$ 1,675	14%	-60%	13%



Other Financial Data

Other Data	Quarterly Data			% Change	
	3/31/2007	12/31/2006	3/31/2006	vs Q4 2006	vs Q1 2006
	Total Assets (000's)	\$ 1,427,407	\$ 1,080,723	\$ 891,043	32%
Stockholders Equity (000's)	\$ 342,641	\$ 220,264	\$ 196,275	56%	75%
Book value Per Share	\$23.16	\$18.53	\$16.77	25%	38%
Financial Advisors	956	556	473	72%	102%
Full Time Employees	2,766	1,801	1,626	54%	70%
Locations	178	135	114	32%	56%
Total Client Assets (000's)	\$36,464,000	\$35,446,000	\$28,732,000	3%	27%



Non Core Expense Analysis



Quarterly Income Statement Impact

	Actual Q1 2007	Estimated Q2 2007	Estimated Q3 2007	Estimated Q4 2007	Full Year 2007
Acquisition Related Expenses					
<i>(\$ in thousands)</i>					
LM Capital Markets Acquisition	\$ 6,162	\$ 6,162	\$ 6,162	\$ 6,162	\$ 24,648
Ryan Beck Acquisition	<u>1,138</u>	<u>18,000</u> (1)	<u>500</u>	<u>500</u>	<u>20,138</u>
Total non-interest expenses	<u>\$ 7,300</u>	<u>\$ 24,162</u>	<u>\$ 6,662</u>	<u>\$ 6,662</u>	<u>\$ 44,786</u>
Diluted EPS Impact (2)	(\$0.29)	(\$0.95)	(\$0.26)	(\$0.26)	(\$1.75)

1. Charge resulting from conforming Ryan Beck deferred compensation plans to Stifel Nicolaus Wealth Accumulation Plan (SWAP), amending service requirements and distribution requirements of vested balances. See Form 10Q for period ending 3/31/07.

2. Diluted EPS based on the Diluted Shares on 3/31/07.



Annual Income Statement Impact

	FY 2006A	FY 2007E	FY 2008E	FY 2009E	Total
<i>(\$ in thousands)</i>					
Legg Mason Acquisition Charges	\$ 41,389	\$ 24,648	\$ 25,000	\$ -	\$ 91,037
Ryan Beck Acquisition Charges	-	20,138	-	-	20,138
Pre Tax Acquisition Charges	<u>\$ 41,389</u>	<u>\$ 44,786</u>	<u>\$ 25,000</u>	<u>\$ -</u>	<u>\$ 111,175</u>
Diluted EPS Impact	(\$1.74)	(\$1.75)	(\$0.98)	\$0.00	(\$4.36)

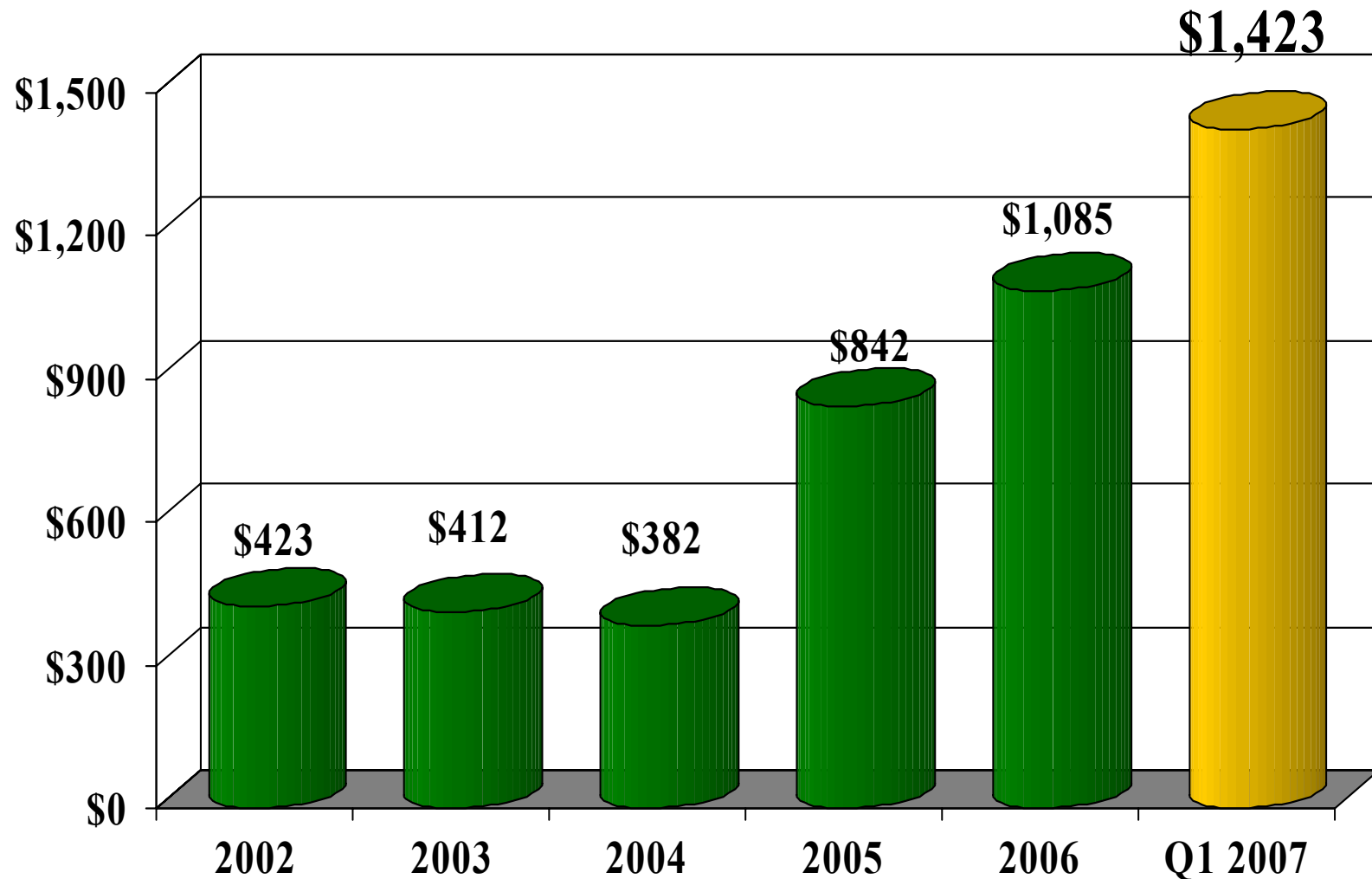


Balance Sheet

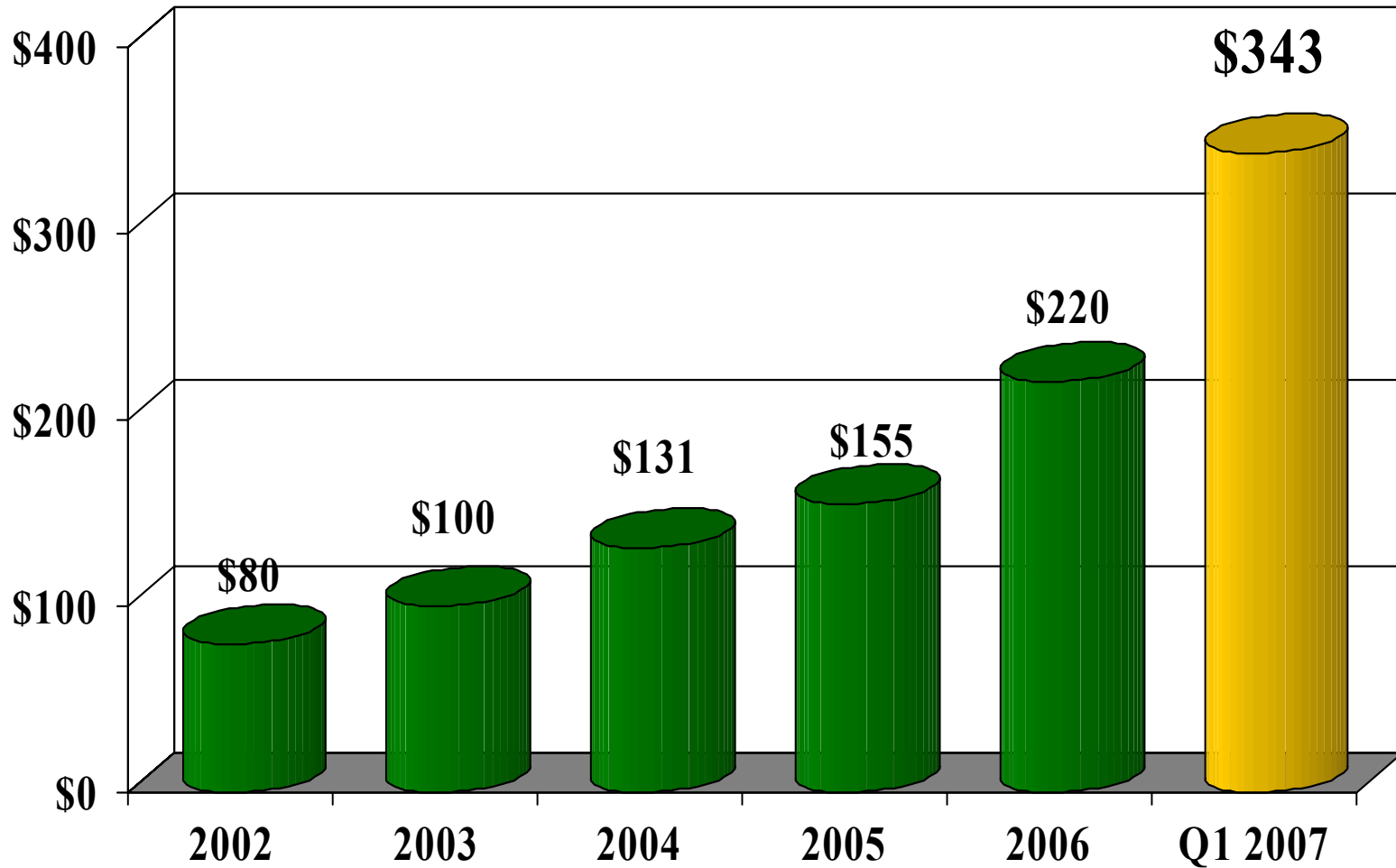


Stifel Financial Total Assets

(\$ Millions)



Stifel Financial Total Shareholder's Equity (\$ Millions)



Equity Roll Forward

(\$ in thousands)

Beginning Equity 12/31/06	\$220,265
Earnings	8,829
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Subtotal	229,094
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Unit Amortization/Options/ESOP	12,125
Ryan Beck	102,529
Treasury Buy Back	(1,107)
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Ending Equity 3/31/07	\$342,641
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Stifel Financial Book Value Per Share



Q & A