

FOR IMMEDIATE RELEASE

STIFEL EMPHASIZES EQUITY IN 2015 NAMED EXECUTIVE OFFICER COMPENSATION

ST. LOUIS, March 3, 2016 – Stifel Financial Corp. (NYSE: SF) today announced that the Compensation Committee of Stifel’s Board of Directors (the “Committee”) determined that the 2015 compensation of Stifel’s five named executive officers (“executive officers”) will consist primarily of equity.

Stifel’s five executive officers are Ronald J. Kruszewski, Chairman and CEO; James M. Zemlyak, President and CFO; Victor J. Nesi, President and Co-Director of the Institutional Group; Thomas P. Mulroy, President and Co-Director of the Institutional Group; and Thomas B. Michaud, President and CEO of Keefe, Bruyette & Woods, Inc.

Mr. Kruszewski’s compensation for 2015, other than his salary of \$200,000, will be comprised 100% of equity. For the other executive officers, exclusive of salary, approximately 90% of their compensation will consist of equity. This contrasts with recent years in which approximately two-thirds of executive officer compensation was cash.

The 2015 executive officer equity awards were a combination of time-based and performance-based awards. This is the first year Stifel has granted performance-based awards contingent on achievement of objective goals.

Mr. Oates, the Committee Chairman, said, “The Compensation Committee believes the 2015 compensation, comprised mostly of equity, aligns senior officers’ incentives with shareholders and, in the case of the performance-based awards, achievement of the firm’s strategic goals.”

Mr. Kruszewski said, “I enthusiastically support the decision of our Board’s Compensation Committee to base 2015 compensation for me and my senior partners on time-based and performance-based equity, as each of us have confidence in Stifel’s strategy.”

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 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.

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