

FOR IMMEDIATE RELEASE

STIFEL COMPLETES ACQUISITION OF EATON PARTNERS

ST. LOUIS, January 4, 2016 – Stifel Financial Corp. (NYSE: SF) today announced that it has completed the acquisition of Eaton Partners, LLC, a global fund placement and advisory firm.

“We have made significant investments in our capital raising capabilities, including the acquisitions of Eaton Partners and the Barclays Wealth Advisors. Together, our partnership will leverage Eaton Partners’ extensive relationships with private equity firms, hedge funds, high net worth family offices, and institutional investors across Stifel’s investment banking platform and high net worth private client business. We are excited to welcome Charlie Eaton and his team to Stifel,” said Ronald J. Kruszewski, Chairman and CEO of Stifel.

Eaton Partners has over 60 employees across six offices and relationships with over 4,000 of the largest active institutional investors. Since Eaton Partners’ inception in 1983, they have raised over \$68 billion for 90 highly differentiated funds, of which \$25 billion was raised in the past five years. Eaton Partners’ advisory revenues were approximately \$60 million in 2015. Eaton Partners will retain its brand name and will be run as a Stifel company.

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 clients are served through Stifel, Nicolaus & Company, Incorporated in the U.S., through Stifel Nicolaus Europe Limited in the United Kingdom and Europe, and through Keefe, Bruyette & Woods, Inc. in the U.S. and Europe. 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. offers 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

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.

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