

FOR IMMEDIATE RELEASE

MICHAEL O'KEEFFE NAMED CHIEF INVESTMENT OFFICER AND HEAD OF INVESTMENT STRATEGY AT STIFEL

ST. LOUIS, June 4, 2018 – Stifel Financial Corp. (NYSE: SF) today announced that Michael O’Keeffe has been named Chief Investment Officer and Head of Investment Strategy of its broker-dealer subsidiary, Stifel, Nicolaus & Company, Incorporated. In this role, he will lead the team responsible for developing investment strategy and corresponding investment solutions for the financial advisors and clients of Stifel’s Private Client Group.

Mr. O’Keeffe joined Stifel in 2013. During his tenure, he has headed investment strategy as a founding partner of one of the firm’s most successful financial advisory teams. He has also served as an advisor to the firm on the strategic development of advisory platforms and services.

Among full-service investment firms, Stifel currently operates the seventh largest U.S. retail brokerage network in terms of number of financial advisors, with more than 2,200. In recent years, the firm has expanded its footprint and established a true national presence with more than 390 branches across the country and \$270 billion in assets under management. Stifel is currently ranked among the top three U.S. brokerages for investor satisfaction, according to J.D. Power’s 2018 U.S. Full Service Investor Satisfaction StudySM.

“We have made great strides in our approach to investment strategy over the last several years,” said Tom Lee, Senior Managing Director, Investment Products & Services. “Michael and the team will take this work to the next level, and we are excited to have someone of his caliber leading our Investment Strategy team.”

Mr. O’Keeffe’s past experience includes serving as Chief Investment Officer and head of Investment Management & Guidance for Merrill Lynch Global Wealth Management. There he was instrumental in strengthening the framework used by financial advisors to deliver investment solutions to clients. He also served as head of the Wilshire Funds Management Group at Wilshire Associates.

“Markets today may be even more complex and challenging than ever before, examples being central bank policy transitions, geopolitics, and volatility,” noted O’Keeffe. “Stifel provides financial advisors choice, including how they invest for clients. Investment Strategy plays an important part, offering both strategy guideposts and investment solutions for our advisors. I’m thrilled to have the opportunity to lead this effort for Stifel.”

In addition to holding the Chartered Financial Analyst designation, Mr. O’Keeffe earned a B.A. in Mathematics from Pomona College, an M.A. in Operations Research from Claremont Graduate School, and an M.B.A. in Finance from the Anderson School of Management at UCLA.

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 website at www.stifel.com.

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