

FOR IMMEDIATE RELEASE

STIFEL AND KBW COMBINE TO RANK AMONG TOP STOCK PICKERS & EARNINGS ESTIMATORS IN 2018 THOMSON REUTERS ANALYST AWARDS **Firm Places Third out of 152; Achieves 12th Consecutive Top 10 U.S. Ranking**

ST. LOUIS, August 8, 2018 — Stifel Financial Corp. (NYSE: SF) today announced that its Stifel, Nicolaus & Company, Incorporated (“Stifel”) and Keefe, Bruyette & Woods (“KBW”) subsidiaries combined to win 18 awards in the 2018 Thomson Reuters Analyst Awards. This ranks Stifel/KBW third out of 152 qualifying firms.

Stifel won 15 awards, with six analysts earning No. 1 rankings in their respective sectors. KBW garnered three awards, including one No. 1 sector ranking.

Combined, Stifel and KBW have ranked in the top three since 2016 and in the top 10 for 12 straight years. Stifel and KBW have won the third most Thomson Reuters Analyst Awards of any firm over the last 15 years.

“We’re proud of our top three finish this year, but also proud of our consistent record of sustained excellence,” said Keith Gay, U.S. Director of Research for Stifel. “Whether this year, last year, or over the last 15 years, Stifel Research has continuously delivered valuable ideas and insights to our clients throughout ever-changing market environments.”

In addition, Stifel Nicolaus Europe Limited won five top analyst awards in the Europe, United Kingdom & Ireland rankings. For a complete listing of the firm’s awards, please see below.

About the Thomson Reuters Analyst Awards

Based on StarMine methodology, the Thomson Reuters Analyst Awards are globally recognized as the gold standard in objective measurement of sell-side analyst performance. The awards recognize the world’s top individual sell-side analysts and firms, and they can also be used by buy-side firms to identify the leading analysts at sell-side firms. The Thomson Reuters Analyst Awards measure the performance of sell-side analysts based on the returns of their buy and sell recommendations relative to industry benchmarks, and the accuracy of their earnings estimates in 14 regions across the globe. For more information on StarMine’s quantitative analytics, [click here](#).

About Stifel/KBW Research

Stifel and KBW form the industry’s largest U.S. equity research platform (1,253 stocks under coverage) and 12th largest global equity research platform (1,591 stocks under coverage). In addition, Stifel and KBW combine to rank as the largest provider of U.S. small and mid cap equity coverage.

According to data from StarMine, Stifel is a top ten provider of U.S. equity coverage in the consumer & retail, diversified industrials, real estate, technology, and transportation sectors. KBW is the largest provider of U.S. equity research in financial institutions and ranks among the top ten in coverage of banks, capital markets, and thrifts & mortgage finance.

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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Media Relations Contact

Neil Shapiro, (212) 271-3447
shapiron@stifel.com

Investor Relations Contact

Joel Jeffrey, (212) 271-3610
investorrelations@stifel.com

Stifel/KBW Award Winners

U.S.

Stock Picking

Stifel

- Noelle Dilts, No. 1 in Construction & Engineering (Two-time award winner)
- Adam Walsh, No. 1 in Biotechnology
- John Baugh, No. 2 in Specialty Retail

KBW

- Bose George, No. 1 in Thrifts & Mortgage Finance
- Bose George, No. 3 in Mortgage Real Estate Investment Trusts (REITs)

Earnings Estimating

Stifel

- Christopher Growe, No. 1 in Food Products (Seven-time award winner)
- Benjamin Nolan, No. 1 in Marine
- Simon Yarmak, No. 1 in Equity Real Estate Investment Trusts (REITs) (Three-time award winner)
- Drew Crum, No. 2 in Leisure Products (Three-time award winner)
- Shlomo Rosenbaum, No. 2 in Professional Services (Three-time award winner)
- Chad Vanacore, No. 2 in Health Care Providers & Services
- Adam Walsh, No. 2 in Biotechnology
- Simon Yarmak, No. 2 in Hotels & Leisure (Five-time award winner)
- Joseph DeNardi, No. 3 in Aerospace & Defense
- Michael Hoffman, No. 3 in Commercial Services & Supplies

KBW

- Bose, George, No. 3 in Mortgage Real Estate Investment Trusts (REITs) (Four-time award winner)

Europe

Stifel Nicolaus Europe Limited

Stock Picking

- Lee Simpson, No. 3 in Technology Hardware

Earnings Estimating

- Jeffrey Harwood, No. 3 in Hotels & Leisure
- Lee Simpson, No. 3 in Technology Hardware

United Kingdom & Ireland

Stifel Nicolaus Europe Limited

Earnings Estimating

- Jeffrey Harwood, No. 2 in Hotels, Restaurants & Leisure
- Max Herrmann, No. 3 in Health Care (Three-time award winner)