

FOR IMMEDIATE RELEASE**FORMER FEDERAL RESERVE CHAIR DR. JANET L. YELLEN TO KEYNOTE
STIFEL 2018 CROSS SECTOR INSIGHT CONFERENCE**

Event to Also Feature Presentations from 250+ Companies, Timely Panels, and Darius Rucker Performance

ST. LOUIS, April 10, 2018 – Stifel Financial Corp. (NYSE: SF) today announced that former Federal Reserve Board Chair Dr. Janet L. Yellen will be a featured keynote speaker at the firm’s upcoming Cross Sector Insight Conference. Dr. Yellen will participate in a lunchtime fireside chat to be moderated by Stifel Chairman and Chief Executive Officer Ron Kruszewski on Wednesday, June 13.

“Dr. Yellen deserves significant credit for helping steer the U.S. economy back from the brink after a devastating financial crisis and recession,” said Mr. Kruszewski. “Few people have had more impact in the past two decades in creating and implementing monetary policy than Dr. Yellen, and we are pleased to present to our clients a rare opportunity to hear from such a key figure in our economic history.”

Dr. Janet L. Yellen is a Distinguished Fellow in Residence at the Hutchins Center on Fiscal and Monetary Policy at the Brookings Institution. From February 2014 to February 2018, under the Obama and Trump Administrations, she served as Chair of the Board of Governors of the Federal Reserve System, making history as the first woman to be appointed to that position.

Prior to her four-year term as Chair, Dr. Yellen served as Vice Chair of the Federal Reserve’s Board of Governors and, from 2004 to 2010, as President and Chief Executive Officer of the Federal Reserve Bank of San Francisco. While serving as a member of the Federal Reserve’s Board of Governors (1994–1997), Dr. Yellen was appointed by President Bill Clinton as Chair of the Council of Economic Advisers. From 1997 to 1999, she also chaired the Economic Policy Committee of the Organization for Economic Cooperation and Development.

Stifel’s inaugural Cross Sector Insight Conference takes place June 11–13 at the InterContinental Hotel in Boston. More than 250 leading public and private companies are scheduled to participate across the consumer, diversified industrials & services, energy, internet, media, real estate, and technology sectors via group presentations and one-on-one meetings with investors.

The conference will feature collaborative panel presentations addressing timely issues, including the Amazon disruption, the emerging cannabis industry, and the technology behind autonomous vehicle development. Conference attendees will also hear from Brad Garlinghouse, CEO of Ripple, a leading provider of real-time global settlement utilizing the power of blockchain technology. Grammy award-winning singer and songwriter Darius Rucker will perform live.

For more information and registration information, please contact your Stifel salesperson or investment banking contact.

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; Century

Securities Associates, Inc.; and Eaton Partners, LLC, 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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