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STIFEL HIRES TELECOM & MEDIA INVESTMENT BANKING TEAM LED BY INDUSTRY VETERAN JOHN WALLER

ST. LOUIS, April 9, 2019 – Stifel Financial Corp. (NYSE: SF) today announced an experienced team of Telecom & Media investment bankers has joined the firm, led by industry veteran John Waller, the Founder and Former Chairman of Waller Capital Partners.

“We have known John and his team for many years and believe there is a great opportunity for them to help us enhance our technology franchise and further grow the firm’s investment banking business,” said Brad Raymond, Global Head of Investment Banking at Stifel.

John Waller joins Stifel as a Managing Director and Vice Chairman of the Telecom & Media Group, based in New York. John founded Waller Capital Partners in 1982 to provide a bridge between entrepreneurial cable owners and New York’s larger capital sources. A highly experienced banker, John has been personally responsible for executing more than 100 cable mergers and acquisitions (M&A) transactions over the past four decades. He was awarded the NCTA’s Vanguard Award in 1997 and elected as a Cable TV Pioneer in 2004. John was inducted into the Cable Hall of Fame in 2017.

“My colleagues and I are incredibly excited to join Stifel,” said John Waller. “We look forward to continuing our work with clients across the Telecom & Media industry and providing them best-in-class service on a new platform backed by Stifel’s talented people and extensive capabilities. Our team has tremendous momentum and is poised for even greater success at Stifel.”

Steve Soraparu joins Stifel as a Managing Director, based in Chicago and brings with him nearly 20 years of investment banking experience within the Technology, Media & Telecom (TMT) industry. Prior to joining Waller Capital in 2007, Steve was with Legg Mason Capital Markets where he executed transactions for clients across the converging sectors of telecommunications. Steve began his career at Price Waterhouse where he served clients both in strategic consulting and financial accounting capacities.

Jeff Brandon joins Stifel as a Managing Director based in New York. Jeff has more than 20 years of investment banking experience, most of which has been concentrated in the media and entertainment industries. Prior to joining Waller, Jeff was with Bear, Stearns & Co. Inc. He was previously a corporate attorney with Latham & Watkins and began his career as an antitrust litigator with the United States Federal Trade Commission.

Over the last 20 years, Stifel’s Technology practice has completed more than 300 M&A transactions representing approximately more than \$100 billion in aggregate transaction value and more than 650 capital markets transactions totaling more than \$150 billion in value.

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, including its Eaton Partners business division; Keefe, Bruyette & Woods, Inc.; Miller Buckfire & Co., LLC; 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 and Stifel Bank & Trust offer 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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