



# *Stifel Financial Investor Presentation*

**March 2011**

STIFEL  
FINANCIAL

## Forward-Looking Statements

This presentation may contain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995 that involve significant risks, assumptions, and uncertainties, including statements relating to the market opportunity and future business prospects of Stifel Financial Corp., as well as Stifel, Nicolaus & Company, Incorporated and its subsidiaries (collectively, “SF” or the “Company”). These statements can be identified by the use of the words “may,” “will,” “should,” “could,” “would,” “plan,” “potential,” “estimate,” “project,” “believe,” “intend,” “anticipate,” “expect,” and similar expressions. In particular, these statements may refer to our goals, intentions, and expectations, our business plans and growth strategies, our ability to integrate and manage our acquired businesses, estimates of our risks and future costs and benefits, and forecasted demographic and economic trends relating to our industry.

You should not place undue reliance on any forward-looking statements, which speak only as of the date they were made. We will not update these forward-looking statements, even though our situation may change in the future, unless we are obligated to do so under federal securities laws.

Actual results may differ materially and reported results should not be considered as an indication of future performance. Factors that could cause actual results to differ are included in the Company’s annual and quarterly reports and from time to time in other reports filed by the Company with the Securities and Exchange Commission and include, among other things, changes in general economic and business conditions, actions of competitors, regulatory and legal actions, changes in legislation, and technology changes.

## I. Stifel Financial Overview

## Stifel Financial Overview

### Key Points of Differentiation

- **Proven ability to build Global Wealth Management Business**
  - Grown from 86 branches and 621 Financial Advisors in 2004 to 285 branches and 1,935 Financial Advisors in 2010.
  - Proven Integrator of Acquisitions
- **Middle-market focus**
  - Research driven, industry specialist approach
  - Commitment to small/mid-cap companies
- **Independent advisor**
  - Primarily a client-facing agency business
  - No proprietary trading desks
- **Broad product portfolio**
  - Equities, Fixed Income, M&A Advisory
  - Commitment to private equity and venture investors
- **Proven growth, stability and scale**
  - \$1.3 billion in equity capital<sup>(1)</sup>
  - \$1.4 billion in annual revenues<sup>(2)</sup>

### Firm at a Glance

#### Global Wealth Management (GWM)

- Private Client
- Stifel Bank & Trust  
Assets \$1.8BN<sup>1</sup>
- Customer Financing
- Asset Management

#### Institutional Group (IG)

- Equity & Convertible Capital Raising
- Debt
- M&A Advisory
- Institutional Brokerage

- \$2.5 billion market capitalization<sup>(3)</sup>
- One of the largest U.S. equity research platforms with over 1,000 stocks under coverage
- Over 1,900 Financial Advisors with \$111 billion in combined client assets – national presence
- Broad industry expertise
- 40% Insider ownership aligns employees' interests with shareholders<sup>(4)</sup>

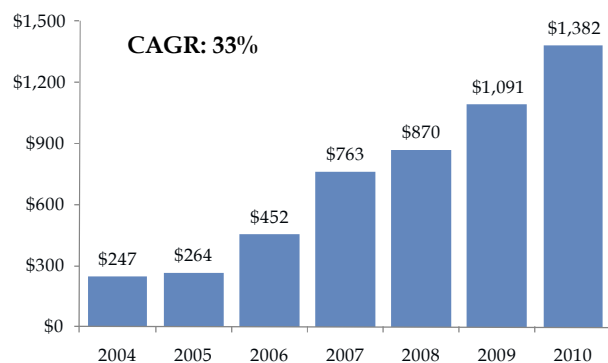
(1) As of 12/31/10. (2) 2010 total revenues. (3) As of 2/25/11.

(4) Insider ownership percentage includes all fully diluted shares, units outstanding, options outstanding, as well as shares owned by Stifel's former Chairman as of 11/16/2010.

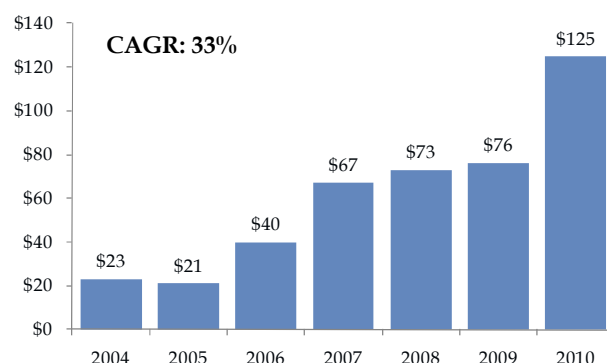
# Stifel Financial Overview

*A Growth Story...*

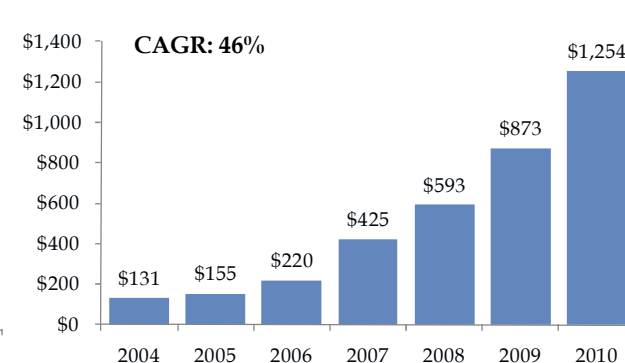
**Net Revenues (\$MM)**



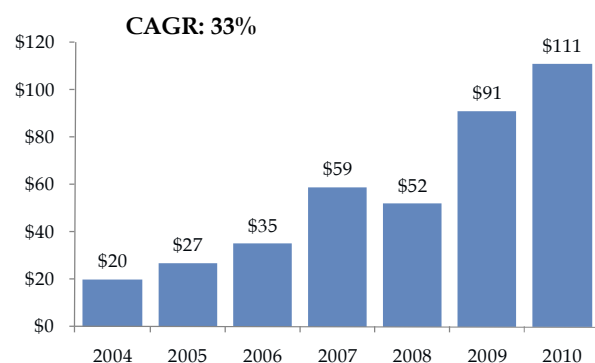
**Core Net Income (\$MM)**



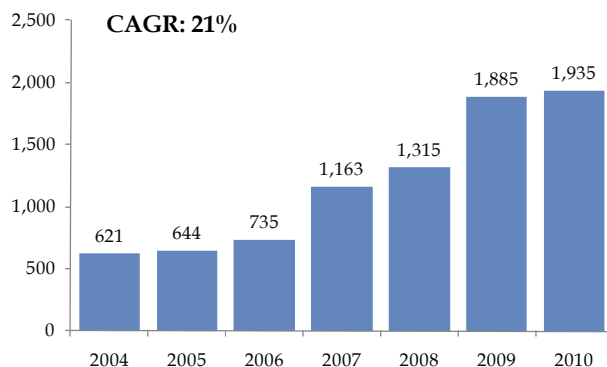
**Total Equity (\$MM)**



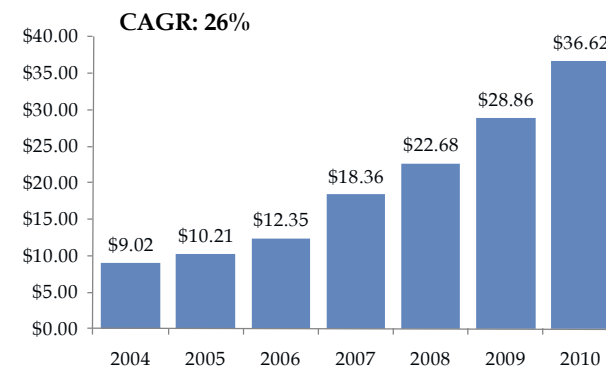
**Total Client Assets (\$BN)**



**Financial Advisors <sup>(1)</sup>**



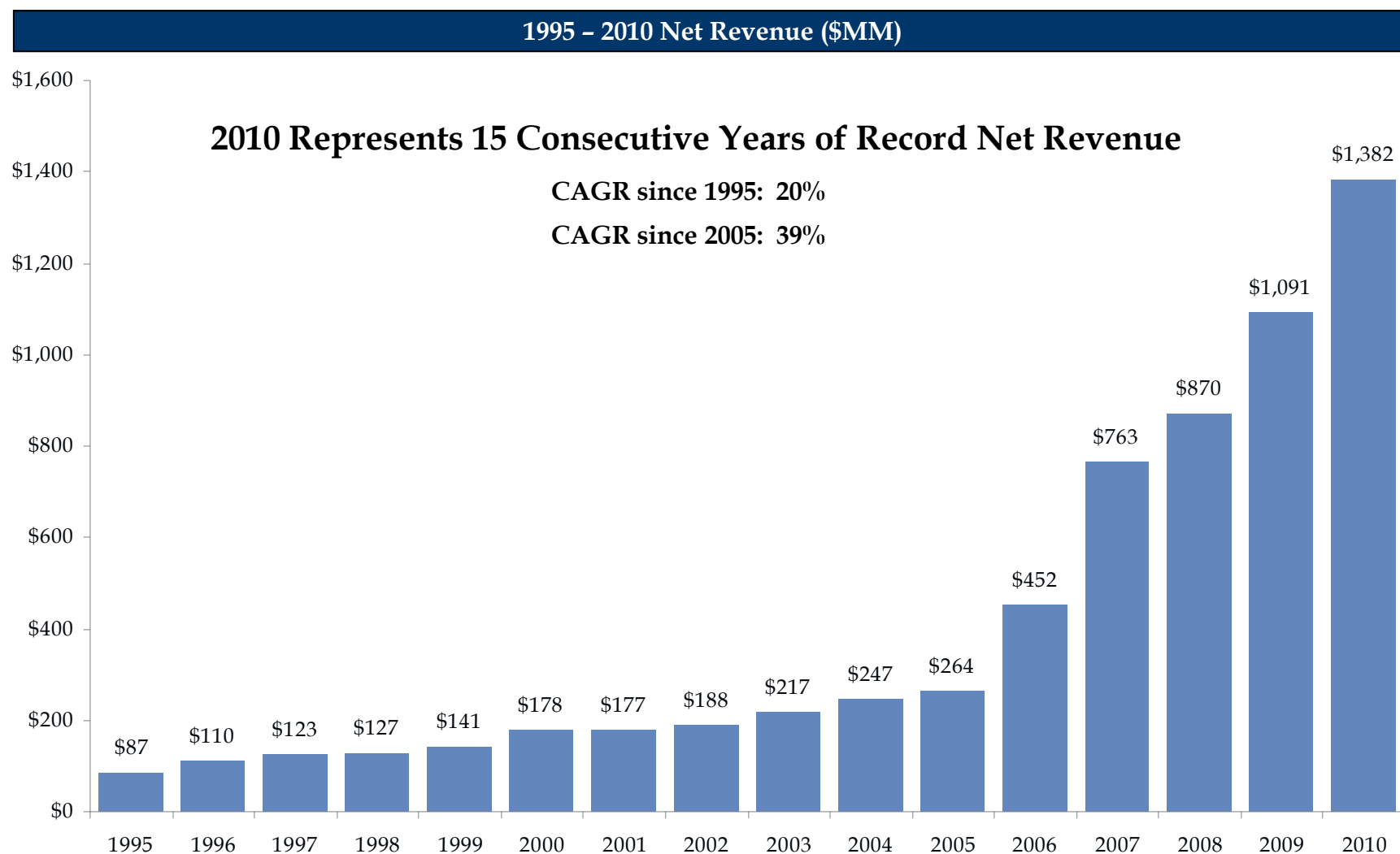
**Book Value Per Share**



(1) Includes Independent Contractors. CAGR reflects years 2004 to 2010.

## Stifel Financial Overview

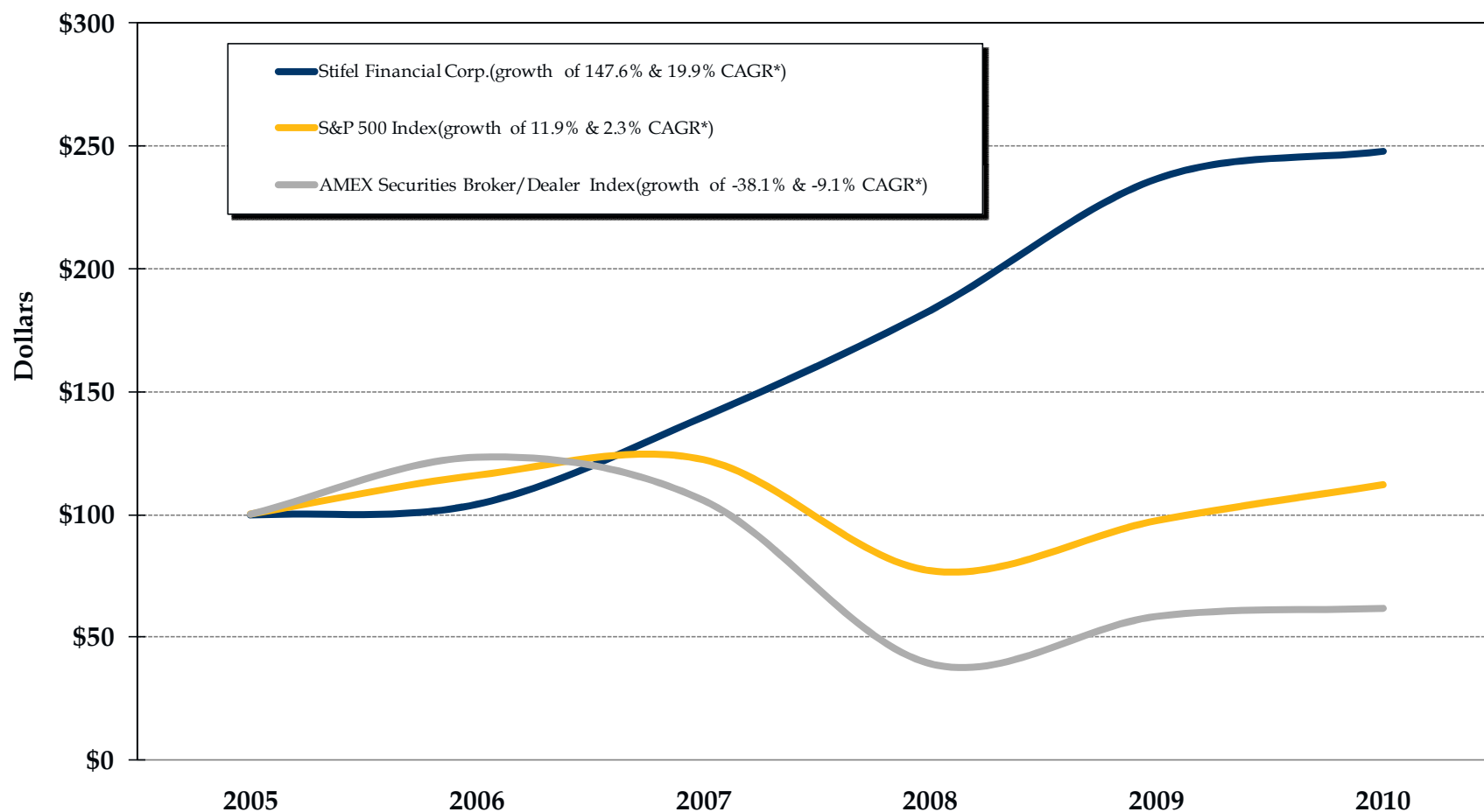
### 15 Years of Growth



## Stifel Financial Overview

### *Stifel's Strong Stock Performance*

Assumes \$100 Invested on December 31, 2005



\*Compound Annual Growth Rate.

## Stifel Financial Overview

*Cumulative Price Appreciation As of February 25, 2011*

Since 12/31/10		Since 12/31/06		Since 12/31/01	
Oppenheimer	23.62%	Stifel Financial Corp.	175.72%	Stifel Financial Corp.	1,273.52%
Stifel Financial Corp.	16.23%	Raymond James Financial	24.84%	Raymond James Financial	139.70%
Raymond James Financial	15.72%	Greenhill & Co.	-1.21%	Jefferies Group	129.64%
Piper Jaffray	15.71%	Oppenheimer	-2.99%	Goldman Sachs Group	78.03%
JMP Group	12.45%	Evercore Partners	-5.07%	Sanders Morris Harris	37.84%
SWS Group	11.49%	S&P 500 Index	-7.91%	Oppenheimer	14.49%
Lazard	10.31%	Lazard	-7.98%	S&P 500 Index	13.76%
Morgan Stanley	9.78%	Jefferies Group	-9.43%	Legg Mason	8.40%
S&P 500 Index	4.95%	KBW	-11.36%	Morgan Stanley	-46.60%
Evercore Partners	2.88%	Goldman Sachs Group	-17.17%	SWS Group	-66.82%
Legg Mason	-0.41%	Piper Jaffray	-37.82%	Evercore Partners	NM
Goldman Sachs Group	-1.81%	Sanders Morris Harris	-44.95%	Greenhill & Co.	NM
Sanders Morris Harris	-3.03%	Legg Mason	-62.00%	KBW	NM
FBR Capital Markets	-5.24%	Morgan Stanley	-63.32%	Lazard	NM
KBW	-6.70%	SWS Group	-76.34%	JMP Group	NM
Cowen Group	-8.10%	Cowen Group	-79.62%	Piper Jaffray	NM
Jefferies Group	-8.79%	JMP Group	NM	FBR Capital Markets	NM
Greenhill & Co.	-10.74%	FBR Capital Markets	NM	Cowen Group	NM



## Stifel Financial Overview

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*Consolidation and Industry Retrenchments Drive our Growth*

### Strategy

- Continue to build client facing agency-only businesses in financial services
- Expand private client footprint in the U.S.
- Expand institutional equity business both domestically and internationally
- Grow investment banking
- Focus on asset generation within banking operations
- Enhance and accelerate Stifel Bank and Trust strategy
- Approach acquisition opportunities with discipline

## Stifel Financial Overview

### *Stifel's Track Record in Integrating Transactions: Low Risk Opportunity*



- Builds the premier middle-market investment bank with the scale and diversification to become a top-tier player
- Complementary fit with minimal overlap in research and investment banking
- Fast tracks growth in investment banking through expanded industry, product and geographic coverage
- Creates one of the largest U.S. equity research platforms
- Closed on July 1, 2010



- Successfully integrated UBS' private client group
- Revenue production in-line with expectations
- Achieving synergy objectives
- Last closing October 16, 2009

**ButlerWick**

- Successfully integrated Butler Wick's private client group and investment banking platforms
- Achieved cost savings objectives
- Closed December 2008



- Successfully integrated First Service Financial Company and FirstService Bank
- Became a bank holding company and financial holding company
- Closed April 2, 2007

**RYAN BECK & CO.**

- Successfully integrated Ryan Beck's private client group and investment banking platforms
- Achieved cost savings objectives
- Closed February 28, 2007

**LEGG  
MASON**

- Successfully integrated Legg's sales and trading, research and investment banking platforms
- Majority of Legg Mason Investment Banking Managing Directors remain with Stifel today
- Achieved cost savings objectives
- Closed December 1, 2005

## II. Global Wealth Management

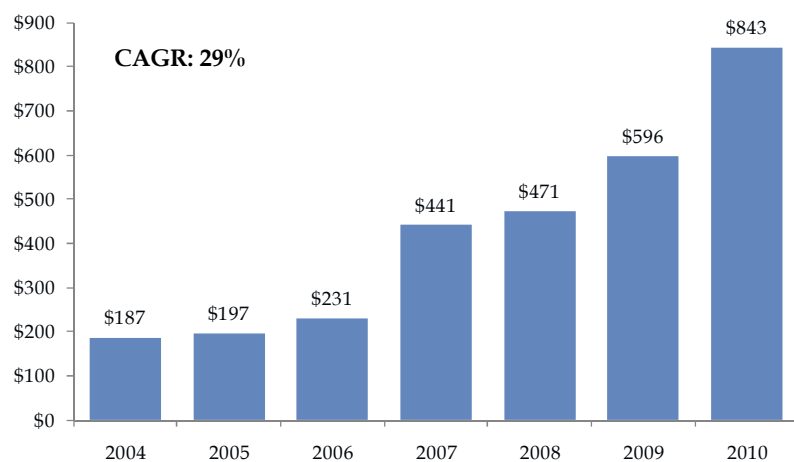
## Global Wealth Management

*Provides Securities Brokerage Services and Stifel Bank Products*

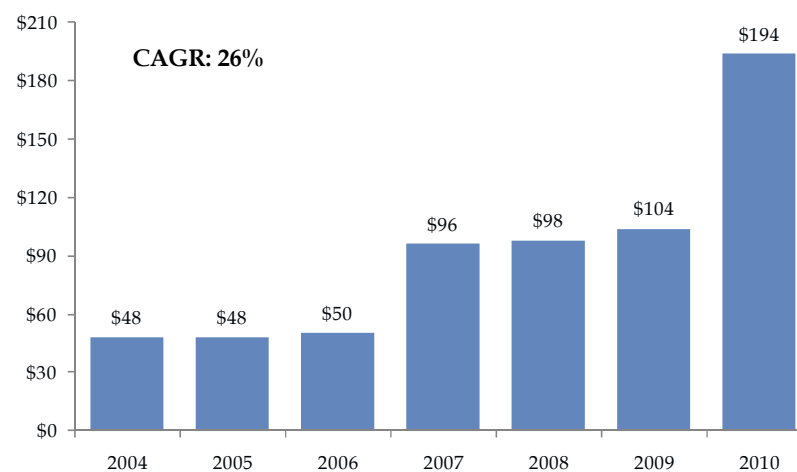
### Overview

- Grown from 600+ financial advisors in 2004 to over 1,900<sup>(1)</sup> financial advisors currently
- Retail investors are generally mid- to long-term buyers
- Goal of providing price stability and support to the institutional order book
- Strategy of recruiting experienced advisors with established client relationships
- Expanding U.S. footprint

### Net Revenues (\$MM)



### Operating Contribution (\$MM)

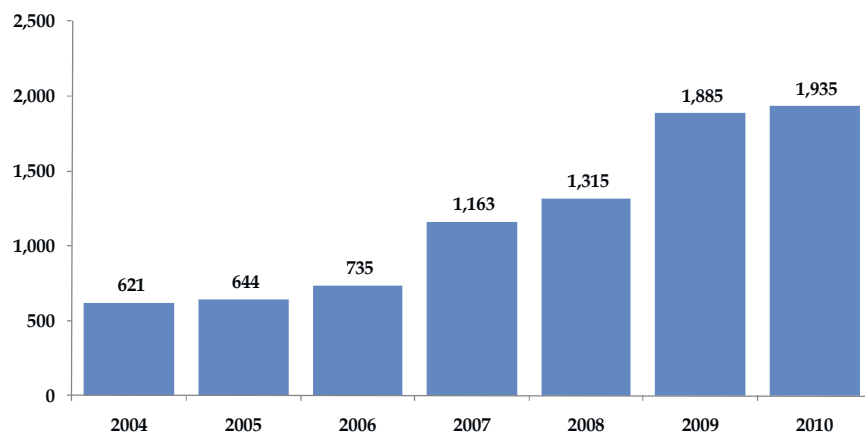


(1) Includes Independent Contractors.

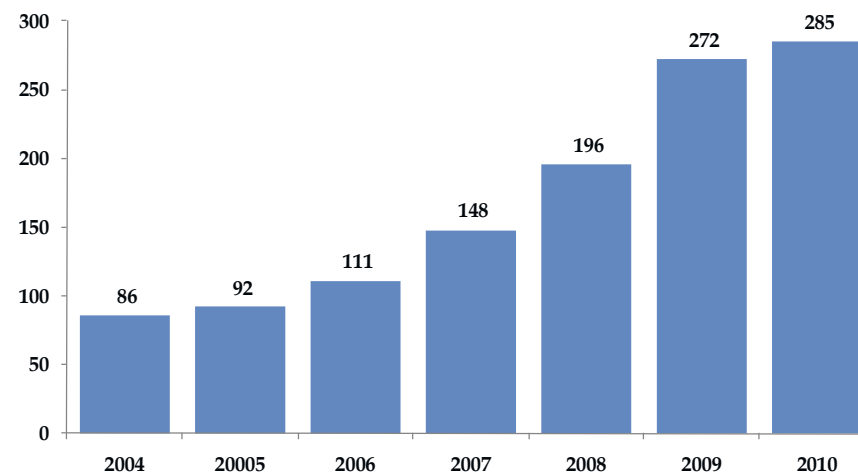
## Global Wealth Management

### *Opportunity Through Growth*

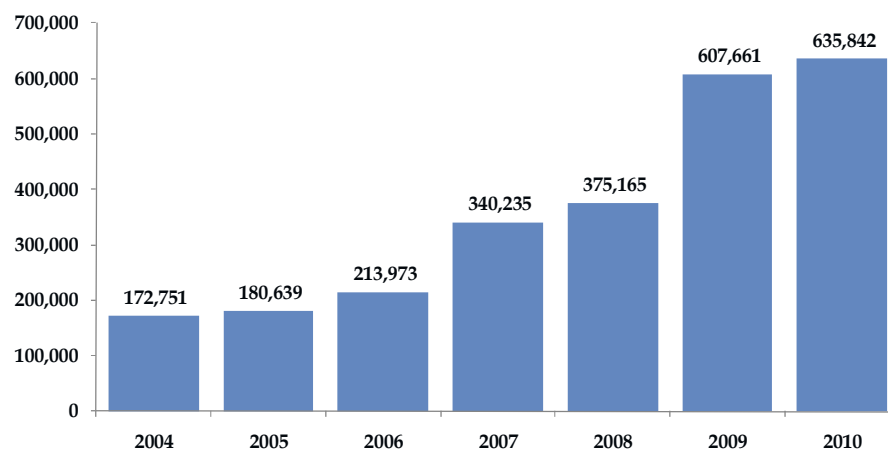
**GWM Broker Growth <sup>(1)</sup>**



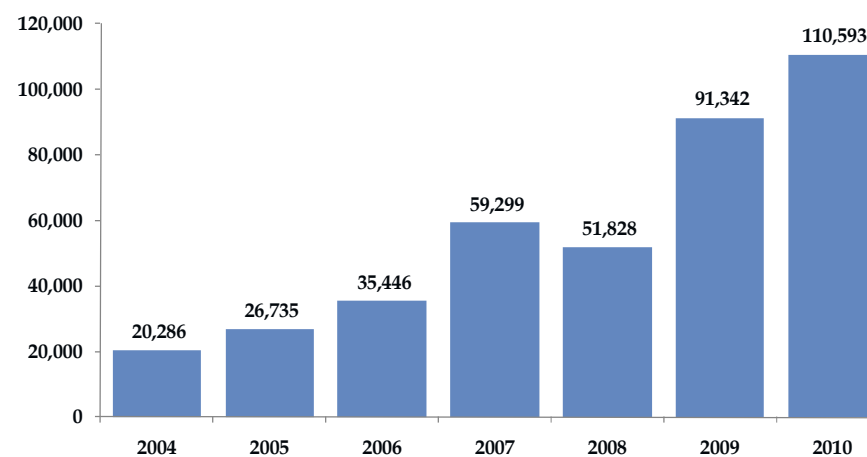
**GWM Branch Growth**



**GWM Account Growth**



**GWM Assets Under Management Growth (\$MM)**



Yearly data is as of December 31. (1) Includes Independent Contractors.

## Global Wealth Management – Stifel Bank & Trust

### Low Risk Asset Growth

- Assets of \$1.8 billion, an increase of 55% from \$1.1 billion as of December 31, 2009.
- Investment portfolio of \$1.0 billion, an increase of 75% from \$578.4 million as of December 31, 2009.
- Total loan portfolio of \$485.2 million, an increase of 21% from \$401.0 million as of December 31, 2009.
- Deposits of \$1.6 billion, an increase of 55% from \$1.0 billion as of December 31, 2009.

### Strategy & Opportunity

- Maintain solid asset quality:
  - Non-performing loans to gross loans of 0.38%
  - Non-performing assets to total assets of 0.18%
  - \$0.2 million LTM net recoveries
- Offer banking products (securities based loans and mortgage loans) within the GWM client base, including establishing trust services
- Maintain high levels of liquidity to capitalize on opportunities

### Interest Earning Assets

(\$ in thousands)	As of			Percent of total		
	12/31/10	9/30/10	12/31/09	12/31/10	9/30/10	12/31/09
Agency investments	\$ 722,193	\$ 645,316	\$ 434,031	48.2%	49.5%	44.3%
Consumer	266,244	245,239	226,648	17.8%	18.8%	23.1%
Non-agency investments	290,521	184,811	144,457	19.4%	14.2%	14.7%
Mortgage	166,860	191,716	143,443	11.1%	14.7%	14.6%
Commercial	53,836	37,004	30,993	3.6%	2.9%	3.1%
<b>Total Interest Earnings Assets</b>	<b>\$ 1,499,654</b>	<b>\$ 1,304,086</b>	<b>\$ 979,572</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

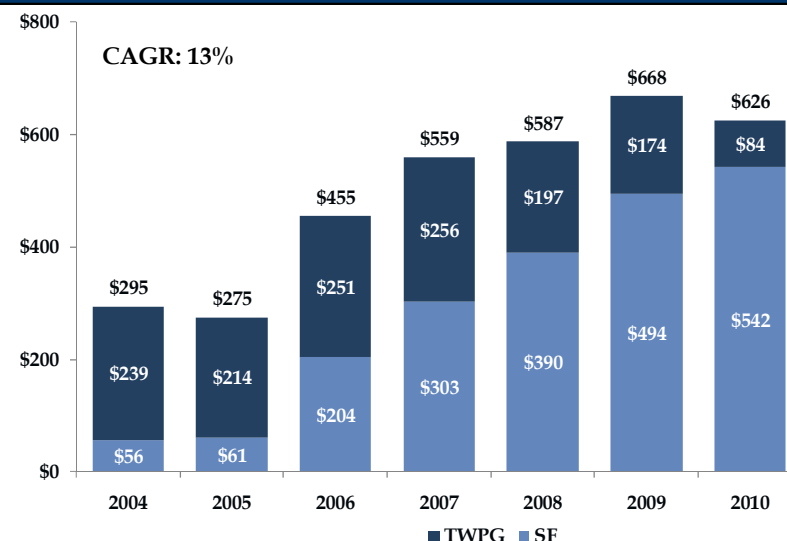
### III. Institutional Group

## Institutional Group

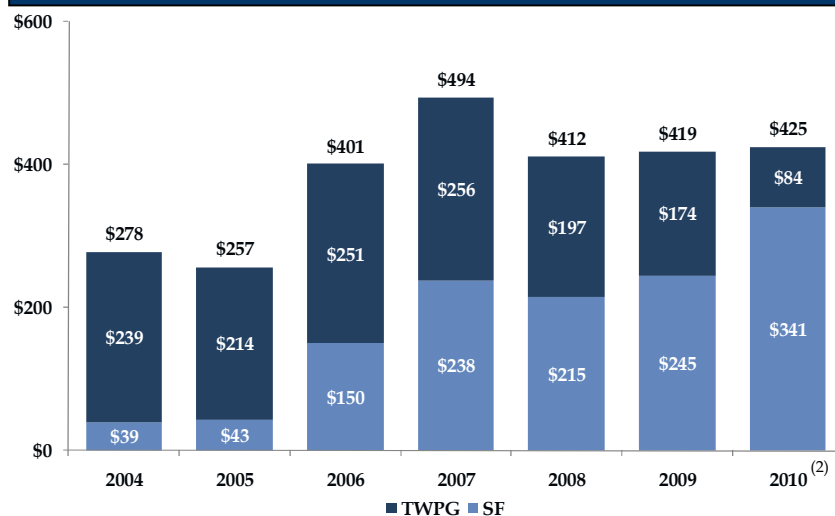
### Overview

- Provides securities brokerage, trading, research, underwriting and corporate advisory services
- SF has opportunistically expanded its talent pool
  - Victor Nesi, Co-Head of Institutional Group (June 2009)
  - William Heinzerling, Head of Fixed Income Capital Markets (May 2009)
  - Hired an 11-person sales & trading team from Bear Stearns, eight senior healthcare investment banking professionals, a four-person convertible securities team from Banc of America, and strategic hires from Wachovia, JPMorgan, Barclays and other top firms
- TWPG acquisition is highly complementary

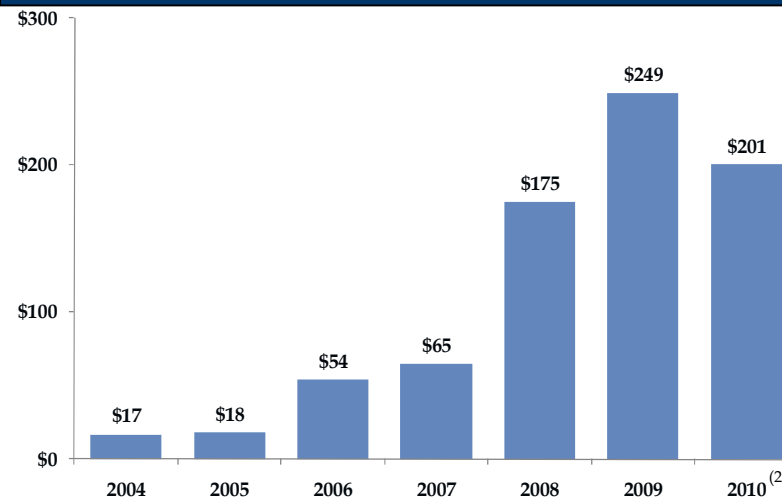
### Net Revenues (\$MM)<sup>(1)</sup>



### Equity Capital Markets (\$MM)<sup>(1)</sup>



### Fixed Income (\$MM)



2010 represents twelve months for Stifel and the first six months (\$84 million) for TWPG. (1) Includes TWPG historical investment banking and brokerage revenues.

(2) For 2010, Equity Capital Markets revenues includes \$4.8 million of other revenue, and Fixed Income includes \$3.6 million of other revenue.



## Institutional Group – Research

*One of the Largest U.S. Equity Research Platforms*

### U.S. Equity Research Coverage <sup>(1)</sup>

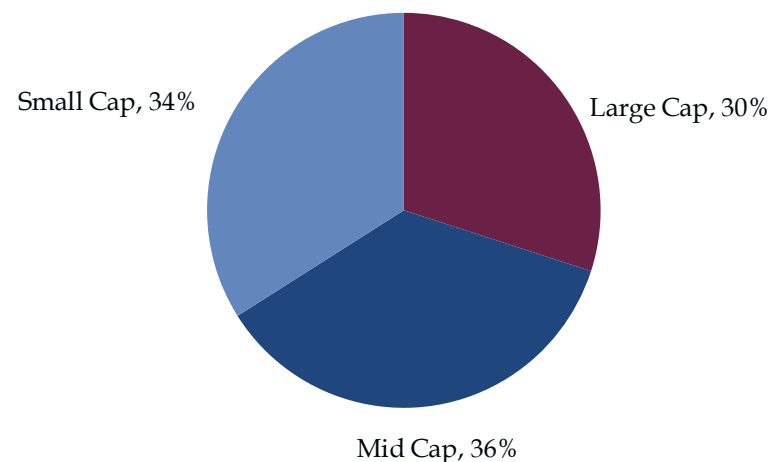
Rank	Firm	Companies Under Coverage	
		Overall	Small Cap <sup>(2)</sup>
1	JPMorgan	1,101	191
2	<b>Stifel Nicolaus</b>	<b>1,052</b>	<b>342</b>
3	Bank of America Merrill Lynch	972	146
4	Citi	898	120
5	Goldman Sachs	884	78
6	Deutsche Bank	877	143
7	Barclays Capital	869	115
8	Credit Suisse	827	117
9	RBC Capital Markets	826	188
10	<b>Raymond James</b>	<b>794</b>	<b>249</b>
11	UBS	781	81
12	Morgan Stanley	778	88
13	<b>Jefferies &amp; Co.</b>	<b>757</b>	<b>210</b>
14	Wells Fargo Securities	713	132
15	Morningstar	670	79
16	<b>Robert W. Baird &amp; Co.</b>	<b>597</b>	<b>178</b>
17	BMO Capital Markets	546	122
18	Sidoti & Company	527	326
19	<b>Piper Jaffray</b>	<b>494</b>	<b>199</b>
20	<b>Oppenheimer &amp; Co.</b>	<b>491</b>	<b>131</b>
21	Macquarie Group	482	101
22	<b>FBR Capital Markets</b>	<b>450</b>	<b>131</b>
23	<b>Keefe, Bruyette &amp; Woods</b>	<b>439</b>	<b>194</b>
24	<b>Keybank Capital Markets</b>	<b>433</b>	<b>139</b>
25	Argus Research Company	412	N/A

(1) Source: Starmine and Thomson Reuters rankings as of 1/31/11. Does not include Closed End Funds.

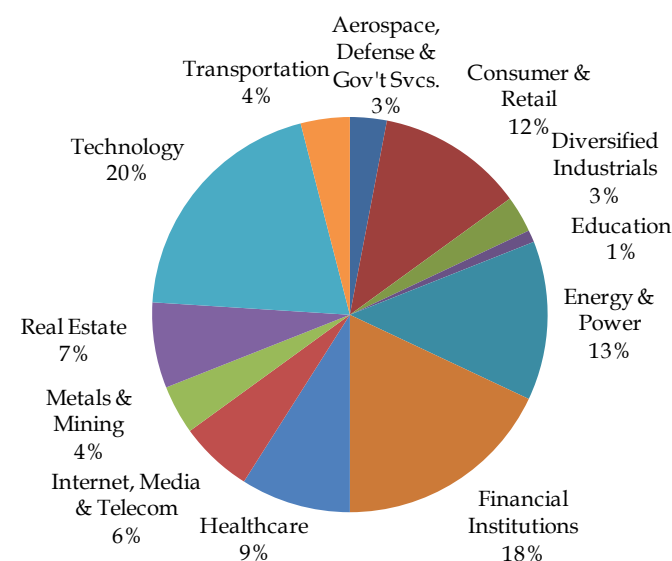
(2) Small Cap includes market caps less than \$1 billion; Mid Cap includes market caps less than \$5 billion.

Note: Bold font indicates middle-market firms. Research coverage distribution as of 2/11/11.

### Significant Coverage Across All Market Caps <sup>(2)</sup>



### Breadth Of Coverage Across Industry Sectors



## Institutional Group – Research

### Research Accolades

#### WSJ “Best On The Street” Survey

Rank	Firm	# of Awards
<b>1</b>	<b>Stifel Nicolaus</b>	<b>14</b>
2	Credit Suisse	8
3	Deutsche Bank	7
3	JPMorgan	7
3	UBS	7
6	Bank of America Merrill Lynch	6
<b>6</b>	<b>Raymond James</b>	<b>6</b>
6	Wells Fargo Securities	6
9	Barclays Capital	5
9	Citi	5
<b>9</b>	<b>Keefe Bruyette &amp; Woods</b>	<b>5</b>
<b>9</b>	<b>KeyBanc Capital Markets</b>	<b>5</b>
<b>9</b>	<b>Oppenheimer &amp; Co Inc</b>	<b>5</b>
15	BMO Capital Markets	4
<b>15</b>	<b>CL King &amp; Associates Inc</b>	<b>4</b>
<b>15</b>	<b>Cowen &amp; Co LLC</b>	<b>4</b>
15	Goldman Sachs	4
<b>15</b>	<b>Jefferies &amp; Company</b>	<b>4</b>
<b>15</b>	<b>JMP Securities LLC</b>	<b>4</b>
15	Morgan Stanley	4
<b>15</b>	<b>William Blair &amp; Co LLC</b>	<b>4</b>

- #1 ranked research group of investment banks by awards in 2010 Wall Street Journal poll with 14 analysts
  - Only firm ranked in the Top 12 each year for the last 7 years in the WSJ Best on the Street Survey
- #2 U.S. Ranking for 2009 FT/StarMine World’s Top Analysts
- #1 ranked equity research group for earnings estimate accuracy in StarMine’s 2008 and 2007 domestic rankings
- #1 ranked equity research group for stock picking in StarMine’s 2008 domestic rankings
- First firm to be ranked #1 by Starmine for both earnings accuracy and stock picking
- #12 research team among Institutional Investor Magazine’s 2010 All-America Research Team ranking of the nation’s best sell-side equity analysts

#### StarMine Broker Rankings

Rank	Firm	# of Awards
1	Goldman Sachs	23
<b>2</b>	<b>Stifel Nicolaus</b>	<b>17</b>
2	Bank of America Merrill Lynch	15
4	Citi	13
4	Credit Suisse	13
<b>4</b>	<b>Robert W Baird &amp; Co</b>	<b>13</b>
7	Barclays Capital	12
7	RBC Capital Markets	12
7	UBS	12
<b>10</b>	<b>Raymond James</b>	<b>11</b>

Source: WSJ 2010 “Best on the Street” survey (includes Stifel and TWP); StarMine Monitor.  
Note: Bold font indicates middle-market firms.

## Institutional Group – Equity Sales and Trading

*Powerful Institutional Equity Sales and Trading Platform*



### Distribution Network: Over 250 Professionals Globally

- Relationships with over 4,000 institutional accounts globally
- Active daily market maker in over 3,150 stocks
- Traded over 12.7 billion shares in 2010 and average 50 million shares daily
- Agency model – no proprietary trading or prime brokerage
- Complete coverage of North America and Europe for North American listed equities
- Major liquidity provider to largest equity money management complexes
- Multi-execution venues: high-touch, algorithms, program trading and direct market access
- Dedicated convertible sales, trading and research desk

## Institutional Group – Equity Sales and Trading

### *Powerful Institutional Equity Sales and Trading Platform (continued)*

#### Institutional Equity Sales

- 130 person sales force, commission based
- Experts in small and mid cap growth and value
- Team based sales model with 2-4 coverage sales people per account
- Team leaders have an average of 15 years experience
- Offices in all major institutional markets in North America & Europe
- Accounts range from large mutual funds to small industry focused investors
- Managed over 800 non-deal roadshow days in 2009
- Extensive experience with traditional and overnight corporate finance transactions

#### Equity Trading

- 40 coverage traders located in Baltimore, New York, Boston, Dallas, San Francisco, Cleveland, London, and Canada
- 20 position traders covering each major industry
- Agent model – no proprietary trading or prime brokerage
- Profitable model with advantages of scale

#### U.S. Trading Volume: Middle-market Banks <sup>(1)</sup>

Rank	Firm	Shares (in millions)
1	Jefferies & Company	22,807
2	Stifel Nicolaus	11,050
3	Cowen & Co LLC	8,162
4	Cantor Fitzgerald & Co.	7,078
5	Oppenheimer & Co Inc.	6,754
6	Raymond James	5,426
7	Piper Jaffray & Co.	4,825
8	FBR Capital Markets	4,695
9	Robert W Baird & Co.	4,679
10	Keefe Bruyette & Woods	3,793
11	Hapoalim Securities	3,089
12	William Blair & Co LLC	2,544
13	Sterne Agee & Leach	2,464
14	SJ Levinson & Sons	2,199
15	Lazard Capital Markets	1,710
16	Leerink Swann	1,525
17	KeyBanc Capital Markets	1,521
18	Dahlman Rose	1,459
19	JMP Securities LLC	1,402
20	Jesup & Lamont Securities	1,335
21	GFI Group	1,231
22	Morgan Keegan & Co.	1,136
23	Wedbush Morgan	1,127
24	Banco Itau	1,110
25	Pacific Crest Securities	1,078

(1) 2010 U.S. Trading Volume per Bloomberg. Ranking reflects rank among middle-market investments banks.

## Institutional Group – Fixed Income

### Strong Fixed Income Capital Markets Capabilities

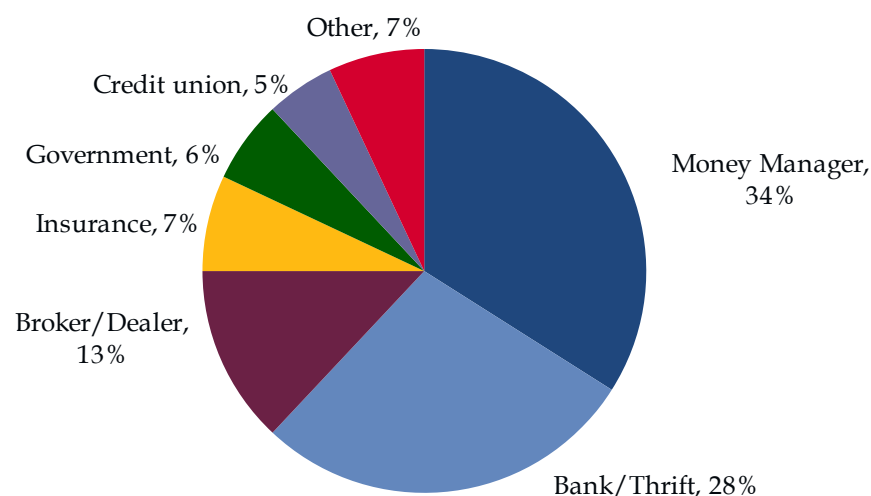
#### Overview

- Comprehensive platform
  - Approximately 50 traders averaging 14 years of experience
  - Annual client trade volume approaching \$200 billion
- Institutional Investor All-Star nominated team
- Widespread distribution
  - 113 fixed income sales professionals covering over 3,300 accounts
  - 30 institutional fixed income offices nationwide

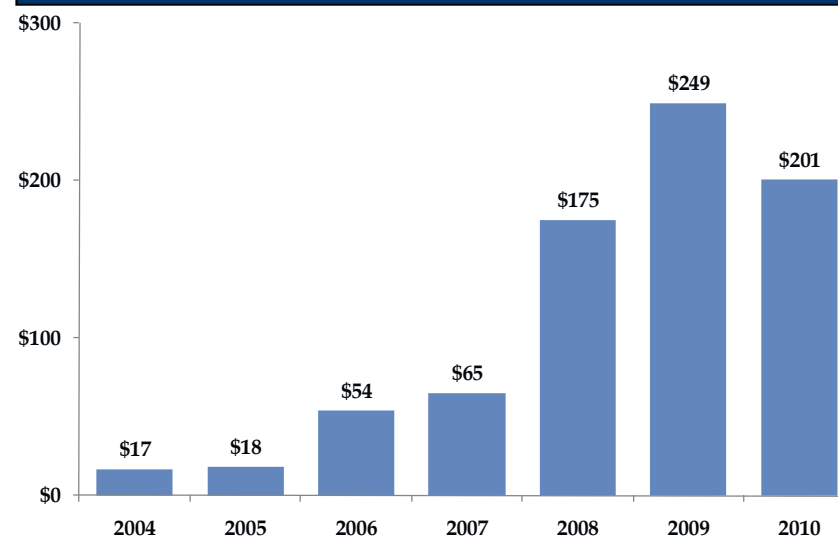
#### Platform & Products

- Focus on long-only money managers and income funds versus hedge funds
- Consistency of execution
- Identification of relative value through security selection
- Agency/Gov't Securities
- Money Markets
- Mortgages
- Asset-Backed Securities
- Investment Grade Credit
- High Yield Credit
- Aircraft Finance & Credit Solutions
- Whole Loans
- Municipals
- Emerging Markets
- Structured Products
- Stifel Capital Advisors

#### Client Distribution



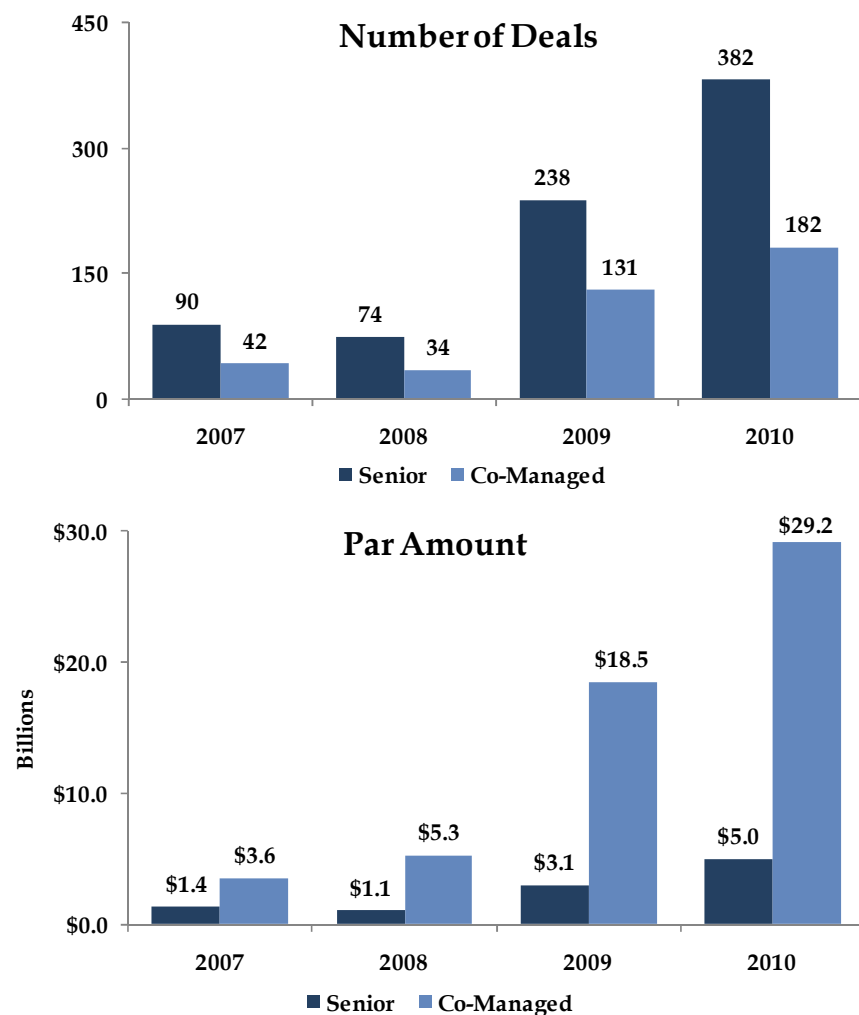
#### Net Revenues (\$MM)



# Institutional Group – Public Finance

## 2010: An Excellent Year in Public Finance Underwritings

### Negotiated Underwritings



### 2010 Managed Underwriting Negotiated Rankings<sup>(1)</sup>

(\$ in millions)		# of	\$
Rank	Book Runner	Issues	Par Amount
1	Citi	374	\$49,497.0
2	Bank of America Merrill Lynch	483	\$48,543.0
3	J P Morgan	304	\$39,736.7
4	Morgan Stanley	282	\$34,587.3
5	Goldman Sachs	158	\$24,143.9
6	Barclays Capital	195	\$24,094.9
7	RBC Capital Markets	632	\$18,806.3
8	Siebert Brandford Shank & Co	76	\$9,273.5
9	Wells Fargo & Co	223	\$9,105.7
10	Morgan Keegan & Co Inc	328	\$8,760.3
11	Piper Jaffray & Co	472	\$6,441.1
12	Loop Capital Markets	52	\$5,018.0
13	Stifel Nicolaus Weisel	333	\$4,649.9
14	Jefferies & Company	70	\$4,045.5
15	George K Baum & Company	311	\$4,031.7
16	Stone & Youngberg	195	\$3,981.3
17	De La Rosa & Co	94	\$3,785.4
18	Robert W Baird & Co Inc	461	\$3,514.4
19	PNC Financial Services Group	174	\$3,035.0
20	UBS	4	\$2,782.9
21	D A Davidson & Co	460	\$2,779.2
22	M R Beal & Co	25	\$2,690.4
23	Raymond James & Associates	83	\$2,332.3
24	Ramirez & Co Inc	27	\$2,230.6
25	Ziegler Capital Markets	61	\$1,833.8

(1) Source: Thomson Reuters 2010 Municipal Rankings.

## Institutional Group – Investment Banking

- Full-Service, Industry-Focused Middle-Market Investment Bank
- Over 250 Investment Banking Professionals
- Operates under the Stifel Nicolaus Weisel name

### Investment Banking Product Areas

#### Capital Markets

- Equity & Convertible
  - Initial public offerings
  - Follow-on offerings
  - At-the-market offerings
  - PIPEs, registered directs, confidentially marketed offerings
  - Convertible securities
  - Special situations block trading and buybacks
  - Stock distributions for fund LPs
  - U.S. & Canadian listings
- Fixed Income
  - High yield debt
  - Investment grade debt
  - Preferred securities
  - Corporate banking
  - Structured finance
  - Asset-backed securities

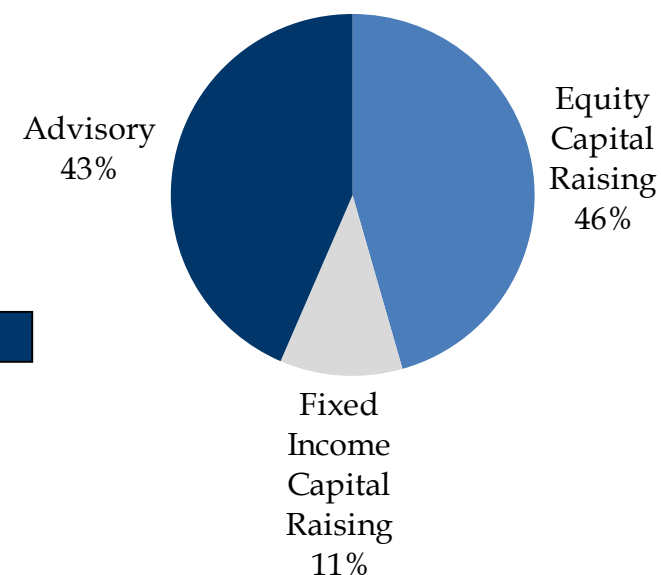
#### M&A Advisory

- Sale & acquisition advisory
- Recapitalizations
- Restructurings
- Corporate divestitures
- Buyouts/take privates
- Fairness opinions & valuations

#### Private Placements

- Common stock
- Preferred stock
- Preferred securities
- Term loans
- Secured debt
- Unsecured debt
- Convertible securities
- Sub debt
- High yield debt

### 2010 Investment Banking Revenues by Product





## Institutional Group – Investment Banking

### Accomplished U.S. Equity Underwriting Franchise – All Equity Transactions

#### All Managed Equity Deals Since 2005

(\$ in billions)		# of	\$
Rank	Firm	Deals	Volume
1	Bank of America Merrill Lynch	1,164	\$737.1
2	JPMorgan	1,089	\$652.4
3	UBS	868	\$496.0
4	Citi	858	\$526.1
5	Wells Fargo Securities	819	\$418.2
6	Morgan Stanley	795	\$539.6
7	Barclays Capital	725	\$431.4
8	Credit Suisse	708	\$476.6
9	Goldman Sachs	653	\$479.1
10	Deutsche Bank	639	\$383.9
11	RBC Capital Markets	610	\$251.4
<b>12</b>	<b>Stifel Nicolaus Weisel</b>	<b>590</b>	<b>\$147.9</b>
<b>13</b>	<b>Oppenheimer &amp; Co Inc</b>	<b>429</b>	<b>\$79.2</b>
<b>14</b>	<b>Raymond James</b>	<b>410</b>	<b>\$144.3</b>
<b>15</b>	<b>Piper Jaffray &amp; Co</b>	<b>380</b>	<b>\$97.5</b>
<b>16</b>	<b>Jefferies &amp; Company</b>	<b>357</b>	<b>\$75.9</b>
<b>17</b>	<b>Keefe Bruyette &amp; Woods</b>	<b>262</b>	<b>\$120.0</b>
<b>18</b>	<b>Robert W Baird &amp; Co</b>	<b>240</b>	<b>\$65.7</b>
<b>19</b>	<b>BMO Capital Markets</b>	<b>235</b>	<b>\$79.3</b>
<b>20</b>	<b>KeyBanc Capital Markets</b>	<b>224</b>	<b>\$72.4</b>
<b>21</b>	<b>Cowen &amp; Co LLC</b>	<b>215</b>	<b>\$57.6</b>
<b>22</b>	<b>William Blair &amp; Co LLC</b>	<b>214</b>	<b>\$40.8</b>
<b>23</b>	<b>JMP Securities LLC</b>	<b>197</b>	<b>\$41.4</b>
<b>24</b>	<b>Morgan Keegan &amp; Co</b>	<b>186</b>	<b>\$67.7</b>
<b>25</b>	<b>Lazard Capital Markets</b>	<b>182</b>	<b>\$44.8</b>

#### Bookrun Equity Deals Since 2005

(\$ in billions)		# of	%	\$
Rank	Firm	Deals	Bookrun	Volume
1	Bank of America Merrill Lynch	881	76%	\$179.2
2	JPMorgan	740	68%	\$158.1
3	Morgan Stanley	629	79%	\$144.2
4	Citi	609	71%	\$122.6
5	UBS	524	60%	\$73.0
6	Goldman Sachs	518	79%	\$149.1
7	Barclays Capital	496	68%	\$83.0
8	Credit Suisse	451	64%	\$70.5
9	Deutsche Bank	351	55%	\$47.0
10	Wells Fargo Securities	336	41%	\$42.8
<b>11</b>	<b>Jefferies &amp; Company</b>	<b>155</b>	<b>43%</b>	<b>\$10.8</b>
12	RBC Capital Markets	143	23%	\$15.0
<b>13</b>	<b>Stifel Nicolaus Weisel</b>	<b>109</b>	<b>18%</b>	<b>\$6.8</b>
<b>14</b>	<b>Piper Jaffray &amp; Co</b>	<b>103</b>	<b>27%</b>	<b>\$5.2</b>
<b>15</b>	<b>Keefe Bruyette &amp; Woods</b>	<b>93</b>	<b>35%</b>	<b>\$7.7</b>
<b>16</b>	<b>Oppenheimer &amp; Co Inc</b>	<b>92</b>	<b>21%</b>	<b>\$4.1</b>
<b>17</b>	<b>Raymond James</b>	<b>85</b>	<b>21%</b>	<b>\$6.5</b>
<b>18</b>	<b>Sandler O'Neill &amp; Partners</b>	<b>70</b>	<b>43%</b>	<b>\$6.3</b>
<b>19</b>	<b>Roth Capital Partners</b>	<b>62</b>	<b>58%</b>	<b>\$2.1</b>
<b>20</b>	<b>FBR Capital Markets</b>	<b>58</b>	<b>34%</b>	<b>\$5.4</b>
<b>21</b>	<b>Cowen &amp; Co LLC</b>	<b>47</b>	<b>22%</b>	<b>\$2.1</b>
<b>22</b>	<b>Robert W Baird &amp; Co</b>	<b>45</b>	<b>19%</b>	<b>\$2.9</b>
<b>23</b>	<b>Lazard Capital Markets</b>	<b>45</b>	<b>25%</b>	<b>\$2.4</b>
<b>24</b>	<b>Canaccord Genuity Corp</b>	<b>43</b>	<b>25%</b>	<b>\$3.0</b>
<b>25</b>	<b>BMO Capital Markets</b>	<b>40</b>	<b>17%</b>	<b>\$4.1</b>

Source: Dealogic. Rank eligible SEC registered IPOs and Follow-On offerings since 2005. Includes demutualizations. As of 2/28/11.

Note: \$ Volume represents full credit to underwriter for All Managed Equity Deals and apportioned credit to bookrunner for Bookrun Equity Deals.

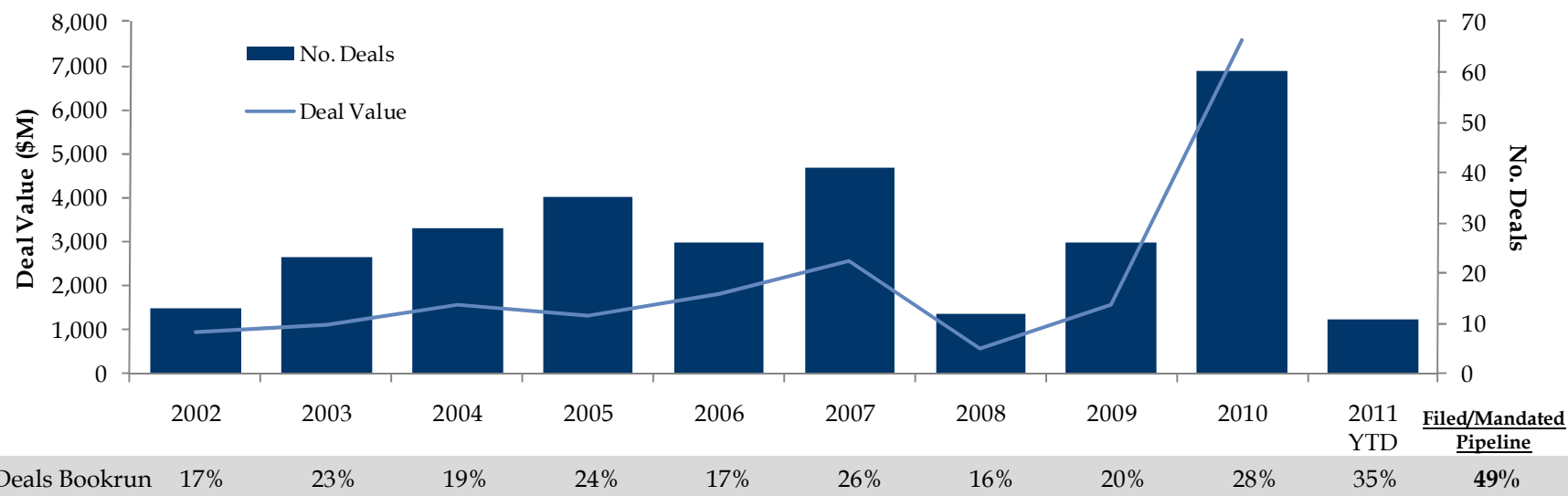
Note: Stifel results based on pro forma figures for both Stifel and TWP.

Note: Bold font indicates middle-market firms.



# Institutional Group – Investment Banking

## Strong Momentum and Track Record as Bookrunner



<p>\$114,712,500</p> <p><i>Dice Holdings, Inc.</i></p> <p>Confidentially Marketed Follow-on Offering Joint Bookrunning Manager February 2011</p>	<p>\$114,080,000</p> <p><b>PennantPark</b> Investment Corporation</p> <p>Follow-on Offering Joint Bookrunning Manager February 2011</p>	<p>\$17,108,570</p> <p><b>Atlantic Coast Financial</b> Corporation</p> <p>Initial Public Offering Second Step Conversion Financial Advisor February 2011</p>	<p>\$52,355,944</p> <p><b>ST FINANCIAL GROUP, INC.</b></p> <p>Initial Public Offering Second Step Conversion Financial Advisor January 2011</p>	<p>\$70,279,702</p> <p><b>BCD</b></p> <p>Initial Public Offering Joint Bookrunning Manager January 2011</p>	<p>\$44,850,000</p> <p><b>Corcept</b> Pharmaceutical</p> <p>Confidentially Marketed Follow-on Offering Joint Bookrunning Manager January 2011</p>	<p>\$50,000,000</p> <p><b>EXCEL TRUST</b></p> <p>Convertible Preferred Stock Lead Bookrunning Manager January 2011</p>	<p>\$90,214,727</p> <p><b>ABRAXAS</b></p> <p>Follow-on Offering Joint Bookrunning Manager January 2011</p>	<p>\$32,584,750</p> <p><b>Alliance Bancorp, Inc. of Pennsylvania</b></p> <p>Initial Public Offering Second Step Conversion Financial Advisor and Sole Bookrunning Manager January 2011</p>
<p>\$265,000,000</p> <p><b>BONANZA CREEK</b></p> <p>Private Placement Sole Placement Agent December 2010</p>	<p>\$19,452,200</p> <p><b>HOME FEDERAL BANCORP INC.</b></p> <p>Initial Public Offering Second Step Conversion Financial Advisor and Sole Bookrunning Manager December 2010</p>	<p>\$22,500,000</p> <p><b>Aastrom</b> BIOSCIENCES INC.</p> <p>Confidentially Marketed Follow-on Offering Sole Bookrunning Manager December 2010</p>	<p>\$62,600,000</p> <p><b>OBAGI MEDICAL</b></p> <p>Follow-on Offering Sole Bookrunning Manager November 2010</p>	<p><b>WHALE SHARK MEDIA</b></p> <p>Private Placement Sole Placement Agent December 2010</p>	<p><b>FIFTH STREET</b></p> <p>At-the-Market Offering Sole Agent December 2010</p>	<p>\$40,448,584</p> <p><b>SPS commerce</b></p> <p>Follow-on Offering Sole Bookrunning Manager December 2010</p>	<p>\$200,000,000</p> <p><b>IXIA</b></p> <p>Convertible Senior Notes Joint Bookrunning Manager December 2010</p>	<p>\$148,350,000</p> <p><i>Dice Holdings, Inc.</i></p> <p>Follow-on Offering Joint Bookrunning Manager December 2010</p>

Note: Includes all U.S. and Canadian bookrun IPOs and underwritten equity and equity-linked offerings since 2002. 2011 results based on current YTD as of February 17, 2011.

## Institutional Group – Investment Banking

### Leadership in the Venture Capital Community

#### Selected Venture Capital-Backed IPOs

\$70,279,702  Initial Public Offering Joint Bookrunning Manager January 2011	\$173,995,000  Initial Public Offering Co-Manager January 2011	\$57,745,972  Initial Public Offering Co-Manager November 2010	\$81,600,000  Initial Public Offering Co-Manager November 2010
\$97,520,000  Initial Public Offering Co-Manager September 2010	\$65,550,000  Initial Public Offering Sole Bookrunning Manager September 2010	\$62,257,585  Initial Public Offering Co-Manager August 2010	\$155,740,000  Initial Public Offering Co-Manager August 2010
\$72,450,000  Initial Public Offering Co-Manager July 2010	\$128,800,000  Initial Public Offering Co-Manager July 2010	\$230,000,000  Initial Public Offering Co-Manager July 2010	\$88,800,000  Initial Public Offering Co-Manager June 2010
\$85,000,000  Initial Public Offering Co-Manager June 2010	\$53,123,733  Initial Public Offering Joint Bookrunning Manager April 2010	\$56,534,376  Initial Public Offering Sole Bookrunning Manager April 2010	\$103,749,996  Initial Public Offering Co-Manager March 2010

#### All Managed Venture Capital-Backed IPOs Since 2005

(\$ in billions)		# of	\$
Rank	Firm	Deals	Volume
1	Stifel Nicolaus Weisel	85	\$11.3
2	Morgan Stanley	69	\$10.6
3	JPMorgan	67	\$11.3
4	Piper Jaffray & Co	62	\$7.9
5	Bank of America Merrill Lynch	59	\$11.5
6	Cowen & Co LLC	56	\$5.2
7	Jefferies & Company	45	\$5.6
8	Deutsche Bank	44	\$5.7
9	Oppenheimer & Co Inc	43	\$4.2
10	Credit Suisse	37	\$4.8
11	Goldman Sachs	35	\$5.6
12	Barclays Capital	32	\$3.6
12	William Blair & Co LLC	32	\$3.5
14	UBS	30	\$5.2
14	Citi	30	\$4.7
14	Wells Fargo Securities	30	\$4.7
14	RBC Capital Markets	30	\$3.2
14	JMP Securities LLC	30	\$2.8
19	Needham & Company, LLC	29	\$2.5
20	Lazard Capital Markets	21	\$1.9
21	Pacific Crest Securities LLC	20	\$2.3
22	Leerink Swann LLC	18	\$1.4
23	Pacific Growth Equities LLC	16	\$0.9
24	Raymond James	14	\$3.4
25	Panmure Gordon/ThinkEquity	13	\$1.7

Source: Venture backed IPOs rankings based on Dealogic and Thomson One data as of 1/31/11.  
 Note: Bold font indicates middle-market firms.

## Institutional Group – Investment Banking

### *Strategic M&A Capabilities Driven by Deep Sector Knowledge*

M&A Industry Group Focus			
Industry Groups	Sectors	# Transactions	Value (\$ millions)
Aerospace, Defense & Gov't Services	Aerospace & Defense, Specialty Defense & Homeland Security, Government Services	46	\$3,105.1
Cleantech	Renewables, Energy Efficiency & Smart Grid, Energy Storage, Advanced Transportation & Fuels	3	\$130.0
Consumer & Retail	Food & Beverage, Gaming & Entertainment, Hardlines Retail, Softlines Retail, Products & Lifestyles, Restaurants	65	\$3,811.5
Diversified Industrials	Building Products & Construction Materials, Capital Equipment, Engineering & Construction, Heavy Machinery, Infrastructure, Instruments & Controls, Waste & Environmental Services	38	\$1,143.7
Education	Education & e-Learning	21	\$856.4
Energy & Natural Resources	Oil Exploration & Production, Oilfield Services, Utilities, MLPs, and Royalty Trusts	35	\$6,803.3
Financial Institutions	Asset Management, BDCs, Depository Institutions, Mortgage REITs, Specialty Finance	171	\$9,926.0
Healthcare	Biotech, Devices, Diagnostics & Tools, Information Technology, Services	71	\$13,662.9
Internet, Media & Communications	Media & Entertainment, Internet Services, Telecom Services	89	\$17,935.4
Metals & Mining	Precious & Base Metals, Basic Materials, Coal	21	\$2,642.6
Real Estate	Health Care REITs, Industrial REITs, Retail REITs, Lodging REITs, Multi-Family REITs, Office REITs	30	\$16,010.8
Technology	Business Services, Electronics & Supply Chain, Equipment & Storage, IT Services, Semiconductors, Software	180	\$83,101.7
Transportation & Logistics	Airlines, Logistics, Railroads, Trucking, Airfreight & Barge	15	\$1,567.6
<b>Total</b>		<b>785</b>	<b>\$160,696.9</b>

Transaction Role	
Buyside	21%
Sell-side	47%
Strategic Advisor <sup>(1)</sup>	32%

Differentiated Approach
<ul style="list-style-type: none"> <li>▪ Dedicated senior M&amp;A expertise</li> <li>▪ Independent from common Wall Street conflicts</li> <li>▪ Deep industry and cross-border expertise</li> <li>▪ Qualified to execute complex, public-to-public as well as private M&amp;A</li> </ul>

As of 2/15/11. Represents period since 2000.

(1) Strategic Advisor role includes Fairness Opinions, Merger of Equals, Recapitalizations and other Strategic Investments.

## IV. Fourth Quarter and Full-Year 2010 Financial Results

## Chairman's Comments

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“We are very pleased to report our 15th consecutive year of record net revenues and equally pleased with the success of our merger with Thomas Weisel Partners (TWPG). Our record quarterly revenues and record quarterly investment banking revenues demonstrate the power of the franchise and underscore the success of the merger with TWPG. There are clear signs of the retail investor re-engaging, as well as increased activity in the capital markets, both of which contributed to our results. Looking forward, we are well positioned to continue to gain market share, which is accomplished through the addition of talented, entrepreneurial people who share our vision to build the premier middle-market investment banking firm,” commented Ronald J. Kruszewski, Chairman, President and Chief Executive Officer of Stifel Financial.

# Stifel Financial Corp. Results

Three months ended December 31, 2010

	Three Months Ended December 31, 2010						
	GAAP	Merger-Related Charges <sup>(1)</sup>	Non-GAAP	Quarter Ended 12/31/09 (GAAP)	% Change <sup>(2)</sup>	Quarter Ended 9/30/10 (Non-GAAP)	% Change <sup>(2)</sup>
(\$ in thousands, except per share amounts)							
<b>Net revenues</b>	<b>\$ 401,599</b>	<b>\$ 1,188</b>	<b>\$ 402,787</b>	<b>\$ 319,467</b>	<b>26.1%</b>	<b>\$ 341,327</b>	<b>18.0%</b>
Compensation and benefits	237,117	242	237,359	201,263	17.9%	212,760	11.6%
Non-comp operating expenses	97,665	(8,616)	89,049	76,890	15.8%	78,513	13.4%
<b>Total non-interest expenses</b>	<b>334,782</b>	<b>(8,374)</b>	<b>326,408</b>	<b>278,153</b>	<b>17.3%</b>	<b>291,273</b>	<b>12.1%</b>
<b>Income before income taxes</b>	<b>66,817</b>	<b>9,562</b>	<b>76,379</b>	<b>41,314</b>	<b>84.9%</b>	<b>50,054</b>	<b>52.6%</b>
Provision for income taxes	25,423	3,638	29,061	16,646	74.6%	20,415	42.4%
<b>Net income</b>	<b>\$ 41,394</b>	<b>\$ 5,924</b>	<b>\$ 47,318</b>	<b>\$ 24,668</b>	<b>91.8%</b>	<b>\$ 29,639</b>	<b>59.6%</b>
<b>Earnings per share :</b>							
Basic	\$ 1.21		\$ 1.38	\$ 0.82	68.3%	\$ 0.87	58.6%
Diluted	\$ 0.97		\$ 1.11	\$ 0.71	56.3%	\$ 0.72	54.2%
<b>Ratios to net revenues :</b>							
Compensation and benefits	59.0%		58.9%	63.0%		62.3%	
Non-comp operating expenses	24.4%		22.1%	24.1%		23.0%	
Income before income taxes	16.6%		19.0%	12.9%		14.7%	

<sup>(1)</sup> Merger-related charges consist primarily of: amortization of backlog intangible, cease-use accrual and operating expenses related to legacy TWPG issues (primarily market data service fees, professional fees and litigation costs).

<sup>(2)</sup> Quarterly results compare non-GAAP results for the quarter ended December 31, 2010 to non-GAAP results for the quarter ended September 30, 2010 and to GAAP results for the year-ago period.

## Sources of Revenues

	Quarter Ended					Year Ended		
	12/31/10	12/31/09	% Change	9/30/10	% Change	12/31/10	12/31/09	% Change
(\$ in thousands)								
<b>Revenues</b>								
Principal transactions	\$ 89,996	\$ 116,410	(22.7%)	\$ 123,194	(26.9%)	\$ 453,533	\$ 458,188	(1.0%)
Commissions	139,605	99,285	40.6%	96,986	43.9%	445,260	345,520	28.9%
Investment banking	90,975	50,545	80.0%	51,656	76.1%	218,104	125,807	73.4%
Asset mgt and service fees	57,042	39,091	45.9%	50,876	12.1%	193,159	117,357	64.6%
Other	10,497	2,990	251.1%	3,656	187.1%	19,855	9,138	117.3%
<b>Total operating revenues</b>	<b>388,115</b>	<b>308,321</b>	<b>25.9%</b>	<b>326,368</b>	<b>18.9%</b>	<b>1,329,911</b>	<b>1,056,010</b>	<b>25.9%</b>
Interest revenue	18,307	15,078	21.4%	17,718	3.3%	65,326	46,860	39.4%
<b>Total revenues</b>	<b>406,422</b>	<b>323,399</b>	<b>25.7%</b>	<b>344,086</b>	<b>18.1%</b>	<b>1,395,237</b>	<b>1,102,870</b>	<b>26.5%</b>
Interest expense	4,823	3,932	22.7%	3,698	30.4%	13,211	12,234	8.0%
<b>Net revenues</b>	<b>\$ 401,599</b>	<b>\$ 319,467</b>	<b>25.7%</b>	<b>\$ 340,388</b>	<b>18.0%</b>	<b>\$ 1,382,026</b>	<b>\$ 1,090,636</b>	<b>26.7%</b>

## Principal Transactions Revenues

	Quarter Ended					Year Ended		
	12/31/10	12/31/09	% Change	9/30/10	% Change	12/31/10	12/31/09	% Change
<i>(\$ in thousands)</i>								
Taxable debt	\$ 46,924	\$ 66,210	(29.1%)	\$ 60,208	(22.1%)	\$ 231,930	\$ 292,400	(20.7%)
Municipal debt	18,520	16,102	15.0%	20,091	(7.8%)	75,484	65,962	14.4%
Equities	11,396	21,113	(46.0%)	27,429	(58.5%)	90,739	60,313	50.4%
Other	13,156	12,985	1.3%	15,466	(14.9%)	55,380	39,513	40.2%
	<u>\$ 89,996</u>	<u>\$ 116,410</u>	<u>(22.7%)</u>	<u>\$ 123,194</u>	<u>(26.9%)</u>	<u>\$ 453,533</u>	<u>\$ 458,188</u>	<u>(1.0%)</u>



## Investment Banking Revenues

	Quarter Ended					Year Ended				
	12/31/10	12/31/09	% Change	9/30/10	% Change	12/31/10	12/31/09	% Change	12/31/08	% Change
<i>(\$ in thousands)</i>										
Capital raising	\$ 50,404	\$ 34,498	46.1%	\$ 28,593	76.3%	\$ 135,898	\$ 76,563	77.5%	\$ 45,205	69.4%
Advisory	40,571	16,047	152.8%	23,063	75.9%	82,206	49,244	66.9%	38,505	27.9%
	<u>\$ 90,975</u>	<u>\$ 50,545</u>	<u>80.0%</u>	<u>\$ 51,656</u>	<u>76.1%</u>	<u>\$ 218,104</u>	<u>\$ 125,807</u>	<u>73.4%</u>	<u>\$ 83,710</u>	<u>50.3%</u>

## TWPG Merger-Related Expenses

	Quarter Ended							
	6/30/10		9/30/10		12/31/10		3/31/11	
	Estimate	Actual	Estimate	Actual	Estimate	Actual	Estimate	
<i>(\$ in thousands)</i>								
<b>Operating expenses:</b>								
Compensation and benefits	\$ 3,100	\$ 3,100	\$ 177,050	\$ 183,176 <sup>(1)</sup>	\$ 700	\$ (242)	-	
Non-comp operating expenses	1,900	1,900	12,800	8,495	10,000	8,616 <sup>(2)</sup>	5,000 <sup>(3)</sup>	
<b>Total operating expenses</b>	<b>\$ 5,000</b>	<b>\$ 5,000</b>	<b>\$ 189,850</b>	<b>\$ 191,671</b>	<b>\$ 10,700</b>	<b>\$ 8,374</b>	<b>\$ 5,000</b>	
<b>After-tax impact</b>	<b>\$ 3,000</b>	<b>\$ 3,000</b>	<b>\$ 113,910</b>	<b>\$ 113,975</b>	<b>\$ 6,420</b>	<b>\$ 5,924</b>	<b>\$ 3,000</b>	
<b>Impact to diluted EPS (net of tax)</b>	<b>\$ (0.09)</b>	<b>\$ (0.09)</b>	<b>\$ (2.68) <sup>(2)</sup></b>	<b>\$ (2.77)</b>	<b>\$ (0.15) <sup>(2)</sup></b>	<b>\$ (0.14)</b>	<b>\$ (0.07) <sup>(4)</sup></b>	

<sup>(1)</sup> Includes non-cash compensation expense related to the modification of our deferred compensation plan of \$179.5 million (\$167.7 million of unit expense and \$11.8 million of optional investment awards) and other merger-related expenses.

<sup>(2)</sup> Includes non-compensation expense related to a cease-use accrual and operating expenses related to legacy TWPG issues (primarily market data service fees, professional fees and litigation costs).

<sup>(3)</sup> Estimated non-comp operating expenses for the quarter ended March 31, 2011 is a revised estimate compared to the \$2.0 million previously disclosed in our November 11, 2010 presentation and is the result of unplanned merger-related expenses that will carry over into the first quarter of 2011. In addition to the above estimate, we may incur an additional \$8.0 to \$10.0 million in occupancy costs related to abandonment of certain leased property as a result of our continued integration efforts.

<sup>(4)</sup> Calculated using an effective tax rate of 40% and fully-diluted shares outstanding of 42.5 million.

## Stifel Financial Corp. Results

Year ended December 31, 2010

	Year Ended December 31, 2010				
	GAAP	Merger-Related Charges <sup>(1)</sup>	Non-GAAP	Year Ended 12/31/09	% Change <sup>(2)</sup>
(\$ in thousands, except per share amounts)					
<b>Net revenues</b>	<b>\$1,382,026</b>	\$ 2,126	<b>\$ 1,384,152</b>	\$ 1,090,636	<b>26.9%</b>
Compensation and benefits	1,056,202	(186,053)	870,149	718,115	21.2%
Non-comp operating expenses	326,053	(19,021)	307,032	252,107	21.8%
<b>Total non-interest expenses</b>	<b>1,382,255</b>	<b>(205,074)</b>	<b>1,177,181</b>	970,222	<b>21.3%</b>
<b>Income/(loss) before income taxes/(benefit)</b>	<b>(229)</b>	207,200	<b>206,971</b>	120,414	<b>71.9%</b>
Provision for income taxes/(benefit)	(2,136)	84,347	82,211	44,616	84.3%
<b>Net income</b>	<b>\$ 1,907</b>	\$ 122,853	<b>\$ 124,760</b>	\$ 75,798	<b>64.6%</b>
<b><u>Earnings per share :</u></b>					
Basic	\$ 0.06		\$ 3.80	\$ 2.68	41.8%
Diluted	\$ 0.05		\$ 3.21	\$ 2.35	36.6%
<b><u>Ratios to net revenues :</u></b>					
Compensation and benefits	76.4%		62.9%	65.8%	
Non-comp operating expenses	23.6%		22.1%	23.2%	
Income/(loss) before income taxes/(benefit)	0.0%		15.0%	11.0%	

<sup>(1)</sup> Merger-related charges consist primarily of: amortization of backlog intangible, non-cash deferred compensation expense recorded in the third quarter, cease-use accrual and operating expenses related to legacy TWPG issues.

<sup>(2)</sup> Results compare non-GAAP results for the year ended December 31, 2010 to GAAP results for the year-ago period.

# Global Wealth Management

	Quarter Ended					Year Ended		
	12/31/10	12/31/09	% Change	9/30/10	% Change	12/31/10	12/31/09	% Change
<i>(\$ in thousands)</i>								
Commissions	\$ 92,558	\$ 75,584	22.5%	\$ 69,875	32.5%	\$ 321,541	\$ 234,052	37.4%
Principal transactions	58,520	54,136	8.1%	62,785	(6.8%)	239,851	194,384	23.4%
Asset management & service fees	56,953	38,836	46.7%	50,449	12.9%	192,073	116,818	64.4%
Net interest	10,277	9,065	13.4%	12,017	(14.5%)	44,834	27,188	64.9%
Investment banking	5,015	5,730	(12.5%)	6,957	(27.9%)	22,768	14,906	52.7%
Other income	13,101	2,712	383.1%	5,401	142.6%	22,202	8,626	157.4%
<b>Net revenues</b>	<b>236,424</b>	<b>186,063</b>	<b>27.1%</b>	<b>207,484</b>	<b>13.9%</b>	<b>843,269</b>	<b>595,974</b>	<b>41.5%</b>
Compensation and benefits	136,009	116,988	16.3%	119,100	14.2%	503,456	370,157	36.0%
Non-comp operating expenses	37,698	34,749	8.5%	36,677	2.8%	145,790	121,118	20.4%
<b>Total non-interest expenses</b>	<b>173,707</b>	<b>151,737</b>	<b>14.5%</b>	<b>155,777</b>	<b>11.5%</b>	<b>649,246</b>	<b>491,275</b>	<b>32.2%</b>
<b>Income before income taxes</b>	<b>\$ 62,717</b>	<b>\$ 34,326</b>	<b>82.7%</b>	<b>\$ 51,707</b>	<b>21.3%</b>	<b>\$ 194,023</b>	<b>\$ 104,699</b>	<b>85.3%</b>
<b><u>Ratios to net revenues :</u></b>								
Compensation and benefits	57.5%	62.9%		57.4%		59.7%	62.1%	
Non-comp operating expenses	16.0%	18.7%		17.7%		17.3%	20.3%	
Income before income taxes	26.5%	18.4%		24.9%		23.0%	17.6%	

# Stifel Bank & Trust

An Operating Unit of GWM

(\$ in thousands)	Quarter Ended					Year Ended		
	12/31/10	12/31/09	% Change	9/30/10	% Change	12/31/10	12/31/09	% Change
<b>Net revenues:</b>								
Interest	9,287	7,888	17.7%	9,601	(3.3%)	35,146	20,283	73.3%
Other income	3,553	1,828	94.4%	1,924	84.7%	8,652	4,736	82.7%
Total revenues	12,840	9,716	32.2%	11,525	11.4%	43,798	25,019	75.1%
Interest expense	3,076	2,044	50.5%	1,378	123.2%	5,188	4,649	11.6%
<b>Total net revenues</b>	<b>9,764</b>	<b>7,672</b>	<b>27.3%</b>	<b>10,147</b>	<b>(3.8%)</b>	<b>38,610</b>	<b>20,370</b>	<b>89.5%</b>
Compensation and benefits	1,447	964	50.1%	739	95.8%	4,251	2,866	48.3%
Non-comp operating expenses	2,493	1,171	112.9%	3,280	(24.0%)	13,853	6,353	118.1%
<b>Total non-interest expenses</b>	<b>3,940</b>	<b>2,135</b>	<b>84.5%</b>	<b>4,019</b>	<b>(2.0%)</b>	<b>18,104</b>	<b>9,219</b>	<b>96.4%</b>
<b>Income before income taxes</b>	<b>\$ 5,824</b>	<b>\$ 5,537</b>	<b>5.2%</b>	<b>\$ 6,128</b>	<b>(5.0%)</b>	<b>\$ 20,506</b>	<b>\$ 11,151</b>	<b>83.9%</b>
<b><u>Ratios to net revenues:</u></b>								
Compensation and benefits	14.8%	12.6%		7.3%		11.0%	14.1%	
Non-comp operating expenses	25.5%	15.3%		32.3%		35.9%	31.2%	
Efficiency ratio <sup>(1)</sup>	37.9%	38.1%		40.1%		45.7%	42.3%	
Income before income taxes	59.6%	72.1%		60.4%		53.1%	54.7%	

<sup>(1)</sup> Non-interest expenses less the provision for loan losses as a percentage of net revenues.

## Institutional Group Results

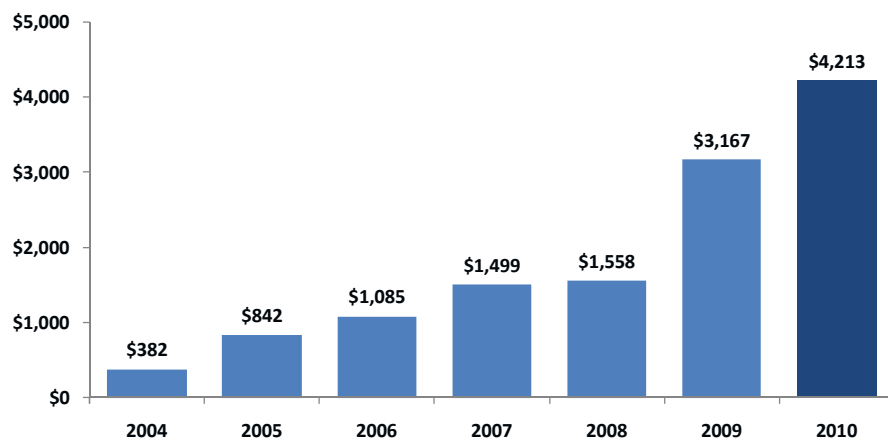
	Quarter Ended					Year Ended		
	12/31/10	12/31/09	% Change	9/30/10	% Change	12/31/10	12/31/09	% Change
<i>(\$ in thousands)</i>								
Principal transactions	\$ 35,564	\$ 62,275	(42.9%)	\$ 60,408	(41.1%)	\$ 217,770	\$ 263,804	(17.5%)
Commissions	47,047	23,701	98.5%	27,111	73.5%	123,719	111,469	11.0%
Investment banking	81,583	44,815	82.0%	45,638	78.8%	191,898	110,901	73.0%
Other income <sup>(1)</sup>	1,708	2,514	(32.1%)	4,886	(65.0%)	8,452	7,918	6.7%
<b>Net revenues</b>	<b>165,902</b>	<b>133,305</b>	<b>24.5%</b>	<b>138,043</b>	<b>20.2%</b>	<b>541,839</b>	<b>494,092</b>	<b>9.8%</b>
Compensation and benefits	94,300	73,584	28.2%	82,147	14.8%	315,329	287,835	9.6%
Non-comp operating expenses	27,946	21,905	27.6%	28,242	(1.0%)	96,975	77,124	25.7%
<b>Total non-interest expenses</b>	<b>122,246</b>	<b>95,489</b>	<b>28.0%</b>	<b>110,389</b>	<b>10.7%</b>	<b>412,304</b>	<b>364,959</b>	<b>13.0%</b>
<b>Income before income taxes</b>	<b>\$ 43,656</b>	<b>\$ 37,816</b>	<b>15.4%</b>	<b>\$ 27,654</b>	<b>57.9%</b>	<b>\$ 129,535</b>	<b>\$ 129,133</b>	<b>0.3%</b>
<b><i>Ratios to net revenues :</i></b>								
Compensation and benefits	56.8%	55.2%		59.5%		58.2%	58.3%	
Non-comp operating expenses	16.9%	16.4%		20.5%		17.9%	15.6%	
Income before income taxes	26.3%	28.4%		20.0%		23.9%	26.1%	

<sup>(1)</sup> Includes net interest and other income.

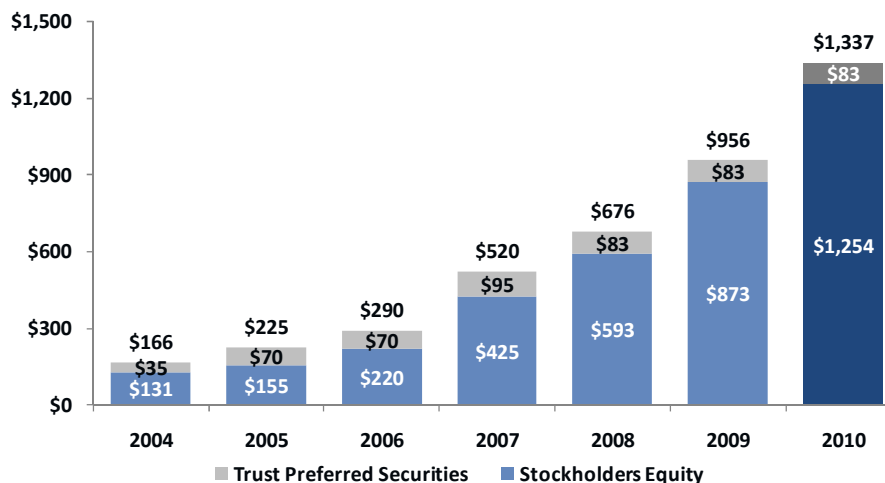
# Statement of Financial Condition

As of December 31, 2010

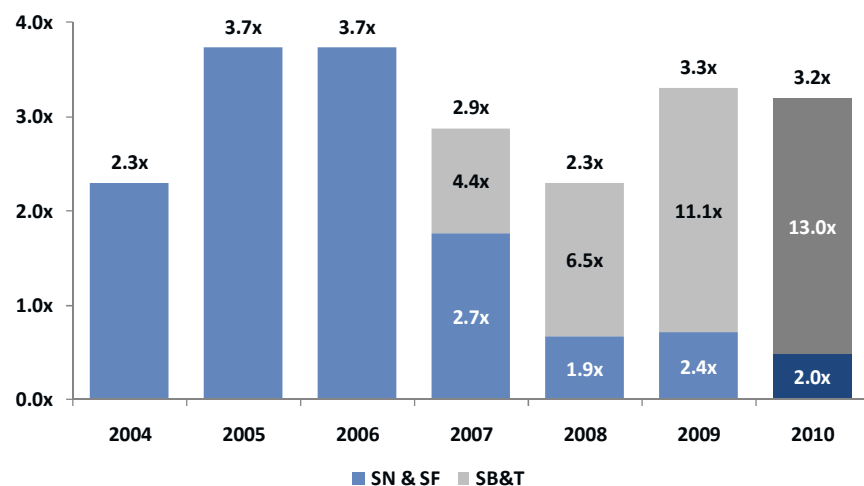
Total Assets (\$ in millions)



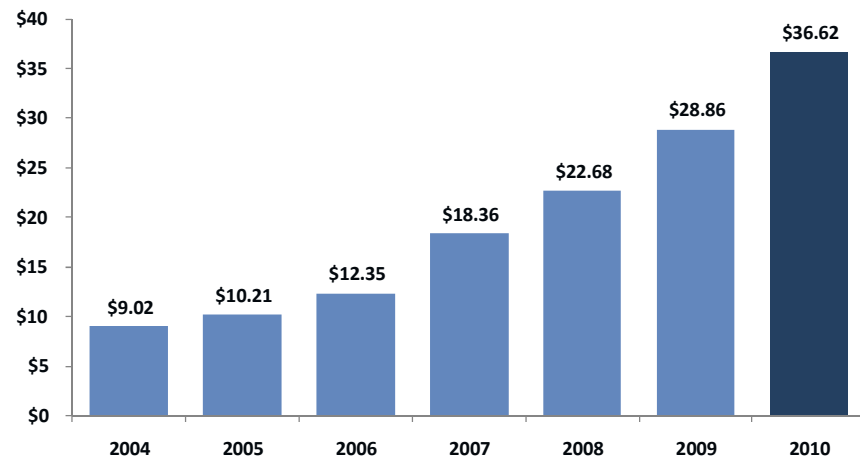
Total Capitalization (\$ in millions)



Leverage Ratio



Book Value Per Share



## Other Financial Data

	As of			As of	
	12/31/10	12/31/09	% Change	9/30/10	% Change
<b>Total assets (000s):</b>					
Stifel Nicolaus & Stifel Financial	\$ 2,439,395	\$ 2,025,348	20.4%	\$ 2,614,225	(6.7%)
Stifel Bank	1,773,720	1,142,008	55.3%	1,516,489	17.0%
<b>Total assets</b>	<b>\$ 4,213,115</b>	<b>\$ 3,167,356</b>	<b>33.0%</b>	<b>\$ 4,130,714</b>	<b>2.0%</b>
<b>Total shareholders' equity (000s):</b>					
Stifel Nicolaus & Stifel Financial	\$ 1,117,229	\$ 770,499	45.0%	\$ 1,093,193	2.2%
Stifel Bank	136,654	102,947	32.7%	119,321	14.5%
<b>Total shareholders' equity</b>	<b>\$ 1,253,883</b>	<b>\$ 873,446</b>	<b>43.6%</b>	<b>\$ 1,212,514</b>	<b>3.4%</b>
<b>Leverage ratio:</b>					
Stifel Nicolaus & Stifel Financial	2.0	2.4	(14.4%)	2.2	(8.6%)
Stifel Bank	13.0	11.1	17.0%	12.7	2.1%
<b>Total leverage ratio</b>	<b>3.2</b>	<b>3.3</b>	<b>(4.8%)</b>	<b>3.2</b>	<b>(1.2%)</b>
Book value per share	\$ 36.62	\$ 28.86	26.9%	\$ 35.52	3.1%
Financial advisors <sup>(1)</sup>	1,935	1,885	2.7%	1,920	0.8%
Full-time associates	4,906	4,434	10.6%	4,868	0.8%
Locations	312	294	6.1%	311	0.3%
Total client assets (000's)	\$ 110,593,000	\$ 91,342,000	21.1%	\$ 100,289,000	10.3%

<sup>(1)</sup> Includes all retail Financial Advisors.



## V. Conclusion

## Looking Forward

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### We See Opportunity

*Stifel is well-positioned in the current market to take advantage of opportunities:*

- Dislocation creating opportunity for market share gains
- Ability to add talented professionals
- Expand Fixed Income/High Yield
- Evolving regulatory framework (Stifel is already regulated by the Fed)
- Expand traditional Asset Management capabilities
- Strong balance sheet