

STIFEL

FINANCIAL

A large, light blue graphic of the Stifel Financial logo, which is a stylized 'S' composed of horizontal lines, positioned behind the word 'FINANCIAL'.

**2nd Quarter 2009 Fiscal Year
Earnings Conference Call**

August 10, 2009

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 and Company, Inc. and its other 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 actions, changes in legislation and technology changes.

To supplement our financial statements presented in accordance with GAAP, management uses certain non-GAAP measures of financial performance and liquidity. These non-GAAP measures are in addition to results prepared by the Company in accordance with GAAP, and should only be considered together with the Company’s GAAP results.



2nd Quarter 2009 Highlights

- Record net revenues of \$261.5 million, a 25% increase from the 2nd Quarter (2Q) 2008.
 - The Private Client Group (PCG) segment recorded record net revenues of \$131.2 million, an 8% increase from the 2Q08.
 - The Capital Markets (CM) segment recorded record net revenues of \$125.1 million, a 51% increase over the 2Q08.
- Net income of \$15.8 million, or \$0.51 per diluted share, an 28% increase from 2Q08.
 - 2Q09 pre-tax margin was 10% compared to 10% from 2Q08.
 - 2Q09 annualized return on average equity was 10% compared to 11% from 2Q08.
- The number of Financial Advisors increased to 1,562 from 1,178 in 2Q08.



YTD 2009 Highlights

- Record net revenues of \$481.5 million, a 15% increase from first half of fiscal 2008 (6m08).
 - The PCG segment recorded record net revenues of \$241.7 million, a 3% increase from 6m08.
 - The CM segment recorded record net revenues of \$230.6 million, a 31% increase over 6m08.
- Net income of \$29.0 million, or \$0.94 per diluted share, a 9% increase from 6m08.
 - 6m09 pre-tax margin was 10% compared to 11% for 6m08.
 - 6m09 annualized return on average equity was 9% compared to 12% for 6m08.
- Announced agreement with UBS Financial Services, Inc. to acquire 56 branches from the UBS Wealth Management Americas branch network. The acquisition will close in four phases during the second half of 2009.



Growth

Business Units	2004	Total As of 6/30/2009	% Change	YTD Additions
Firm Net Revenues (<i>millions</i>)	\$247	\$963 *	290%	
Equity Capital (<i>millions</i>)	\$131	\$703	435%	
Share Price	\$13.97	\$48.09	244%	
Market Cap (<i>millions</i>)	\$207	\$1,479	614%	
Total Associates	1,384	3,849	178%	641
Private Client Group				
Financial Advisors	621	1,562	152%	291
Branch Support	284	872	207%	198
Offices	86	213	148%	20
Capital Markets				
Equity Sales & Trading Professionals	23	155	574%	11
Fixed Income Sales & Trading Professionals	14	169	1107%	6
Investment Banking Professionals	29	159	448%	7
Public Finance Professionals	31	65	110%	8
Capital Market Support Associates	21	63	200%	23
Banking				
Stifel Bank & Trust Support Associates	0	76	n/a	11
Other				
Support Associates	195	489	151%	86

* 2009 Revenues are annualized.



ACAT Fee Reimbursement

Qtr	2009		2008	
	No. ACAT	Reimbursed Fees	No. ACAT	Reimbursed Fees
Q1	15,857	(\$1,384,000)	4,872	(\$406,000)
Q2	39,151	(3,657,000)	7,708	(653,000)
Total	55,008	(\$5,041,000)	12,580	(\$1,059,000)



Stifel Financial Corp.

Income Statements

	Quarters Ended		Change		YTD		Change	
	06/30/09	06/30/08	\$	%	06/30/09	06/30/08	\$	%
<i>(\$ in thousands)</i>								
Net Revenues	\$ 261,505	\$ 208,951	\$ 52,554	25%	\$ 481,486	\$ 420,428	\$ 61,058	15%
Compensation and Benefits	175,881	144,795	31,086	21%	323,721	290,825	32,896	11%
Non-Comp Operating Expenses	59,515	44,006	15,509	35%	109,501	85,528	23,973	28%
Total non-interest expenses	235,396	188,801	46,595	25%	433,222	376,353	56,869	15%
Income before income taxes	26,109	20,150	5,959	30%	48,264	44,075	4,189	10%
Provision for income taxes	10,294	7,818	2,476	32%	19,272	17,396	1,876	11%
Net Income	\$ 15,815	\$ 12,332	\$ 3,483	28%	\$ 28,992	\$ 26,679	\$ 2,313	9%
Diluted EPS	\$0.51	\$0.45	\$0.06	13%	\$0.94	\$0.99	(\$0.05)	(5%)
<i>Ratios to Net Revenues (Core)</i>								
Compensation & Benefits	67%	69%			67%	69%		
Operating expenses	23%	21%			23%	20%		
Income before income taxes	10%	10%			10%	10%		



Normalized Pro Forma

Six Months ended June 30, 2009

<i>(\$ in thousands)</i>	Net Revenues	Pre-Tax Operating Contributions	% of Net Rev
As Reported	\$ 481,486	\$ 48,264	10%
Pro Forma Adjustments			
Private Client Group (PCG)			
PCG established business	22,207	9,929	
PCG new business	(29,445)	6,110	
Bank excess liquidity	3,000	3,000	
Firm overhead	-	3,360	
Pro Forma	\$ 477,248	\$ 70,663	15%



Source of Revenues

(\$ in thousands)

	Quarters Ended				Change		YTD				Change	
	<u>6/30/2009</u>	% of Net Revenues	<u>6/30/2008</u>	% of Net Revenues	\$	%	<u>6/30/2009</u>	% of Net Revenues	<u>6/30/2008</u>	% of Net Revenues	\$	%
Revenues												
Commissions	\$ 80,721	30.9%	\$ 83,063	39.8%	\$ (2,342)	(3%)	\$ 155,331	32.3%	\$ 168,764	40.1%	\$(13,433)	(8%)
Principal transactions	121,261	46.4%	65,674	31.4%	55,587	85%	218,539	45.4%	132,611	31.5%	85,928	65%
Investment banking	24,702	9.4%	20,935	10.0%	3,767	18%	40,206	8.4%	42,779	10.2%	(2,573)	(6%)
Asset mgt and service fees	24,543	9.4%	29,966	14.3%	(5,423)	(18%)	49,476	10.3%	60,244	14.3%	(10,768)	(18%)
Other	2,739	1.0%	1,715	0.8%	1,024	60%	2,854	0.6%	508	0.1%	2,346	462%
Total operating revenues	253,966	97.1%	201,353	96.4%	52,613	26%	466,406	96.9%	404,906	96.3%	61,500	15%
Interest revenue	10,584	4.0%	12,667	6.1%	(2,083)	(16%)	20,476	4.3%	26,356	6.3%	(5,880)	(22%)
Total revenues	264,550	101%	214,020	102%	50,530	24%	486,882	101%	431,262	103%	55,620	13%
Less: Interest expense	3,045	1.2%	5,069	2.4%	(2,024)	(40%)	5,396	1.1%	10,834	2.6%	(5,438)	(50%)
Net revenues	\$ 261,505	100%	\$ 208,951	100%	\$ 52,554	25%	\$ 481,486	100%	\$ 420,428	100%	\$ 61,058	15%



Principal Transactions

(\$ in thousands)

	Quarters Ended		Change		YTD		Change	
	6/30/2009	6/30/2008	\$	%	6/30/2009	6/30/2008	\$	%
Principal transactions								
Taxable Debt	\$ 84,829	\$ 36,986	\$ 47,843	129%	\$ 149,985	\$ 85,498	\$ 64,487	75%
Muni Debt	15,462	10,431	5,031	48%	31,917	20,402	11,515	56%
Equities	12,360	11,659	701	6%	20,930	15,910	5,020	32%
Other	8,610	6,598	2,012	30%	15,707	10,801	4,906	45%
Total Principal Transactions	\$ 121,261	\$ 65,674	\$ 55,587	85%	\$ 218,539	\$ 132,611	\$ 85,928	65%



Stifel Income Statements

Non-Interest Expenses

(\$ in thousands)

	Quarters Ended				Change		YTD				Change	
	6/30/2009	% of Net Revenues	6/30/2008	% of Net Revenues	\$	%	6/30/2009	% of Net Revenues	6/30/2008	% of Net Revenues	\$	%
Net Revenues	261,505	100%	208,951	100%	52,554	25%	481,486	100%	420,428	100%	61,058	15%
<u>Non-Interest Expenses</u>												
Compensation & Benefits	162,493	62.1%	130,807	62.6%	31,686	24%	298,667	62.0%	262,538	62.4%	36,129	14%
Hiring Incentives	13,388	5.1%	7,621	3.6%	5,767	76%	25,054	5.2%	15,623	3.7%	9,431	60%
Acquisition Related	-	0.0%	6,367	3.0%	(6,367)	n/a	-	0.0%	12,664	3.0%	(12,664)	n/a
Total Compensation and Benefits	175,881	67.3%	144,795	69.3%	31,086	21%	323,721	67.2%	290,825	69.2%	32,896	11%
Occupancy and equipment rental	20,714	7.9%	16,010	7.7%	4,704	29%	38,581	8.0%	31,726	7.5%	6,855	22%
Communication and office supplies	13,129	5.0%	9,748	4.7%	3,381	35%	24,974	5.2%	21,695	5.2%	3,279	15%
Commissions and floor brokerage	6,321	2.4%	3,486	1.7%	2,835	81%	10,681	2.2%	3,967	0.9%	6,714	169%
Other operating expenses	19,351	7.4%	14,762	7.1%	4,589	31%	35,265	7.3%	28,140	6.7%	7,125	25%
Total non-interest/non-comp expenses	59,515	22.8%	44,006	21.1%	15,509	35%	109,501	22.7%	85,528	20.3%	23,973	28%
Income before income taxes	26,109	10.0%	20,150	9.6%	5,959	30%	48,264	10.0%	44,075	10.5%	4,189	10%
Provision for income taxes	10,294	3.9%	7,818	3.7%	2,476	32%	19,272	4.0%	17,396	4.1%	1,876	11%
Net income	\$ 15,815	6.0%	\$ 12,332	5.9%	\$ 3,483	28%	\$ 28,992	6.0%	\$ 26,679	6.3%	\$ 2,313	9%



Segment Comparison

(\$ in thousands)

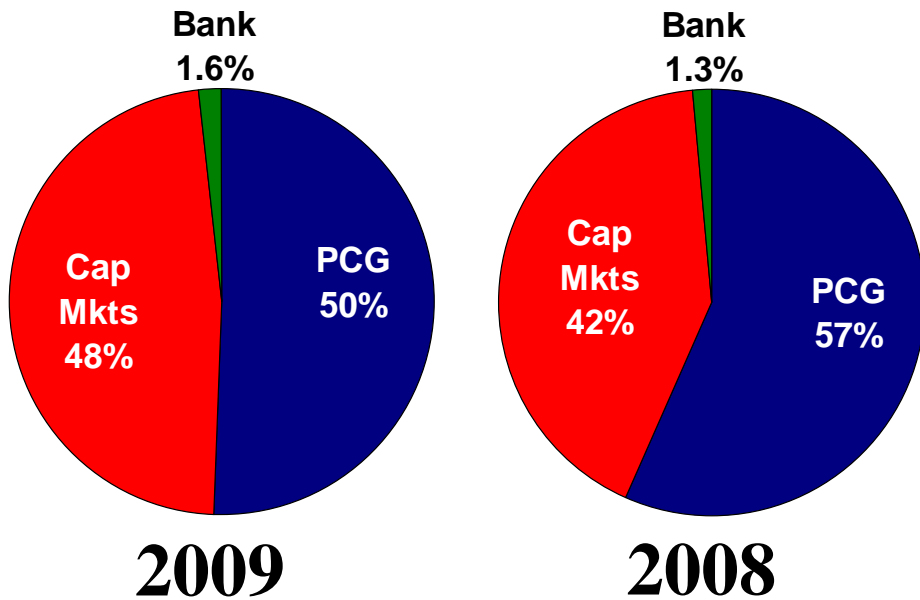
	Quarters Ended		Change		YTD		Change	
	06/30/09	06/30/08	\$	%	06/30/09	06/30/08	\$	%
Net Revenues								
Private Client	\$ 131,164	\$ 120,999	\$ 10,165	8%	\$ 241,688	\$ 235,852	\$ 5,836	2%
Capital Markets	125,136	82,720	42,416	51%	230,608	175,950	54,658	31%
Banking	4,146	3,237	909	28%	7,786	5,319	2,467	46%
Other	1,059	1,995	(936)	(47%)	1,404	3,307	(1,903)	(58%)
Total Net Revenues	\$ 261,505	\$ 208,951	\$ 52,554	25%	\$ 481,486	\$ 420,428	\$ 61,058	15%
Operating Contribution								
Private Client	20,636	29,856	(\$9,220)	(31%)	\$ 36,096	\$ 55,461	\$ (19,365)	(35%)
Capital Markets	31,850	15,370	16,480	107%	57,884	37,210	20,674	56%
Banking	1,671	422	1,249	296%	3,445	731	2,714	371%
Other	(28,048)	(25,498)	(2,550)	10%	(49,161)	(49,327)	166	(0%)
Total Operating Contribution	\$ 26,109	\$ 20,150	\$ 5,959	30%	\$ 48,264	\$ 44,075	\$ 4,189	10%



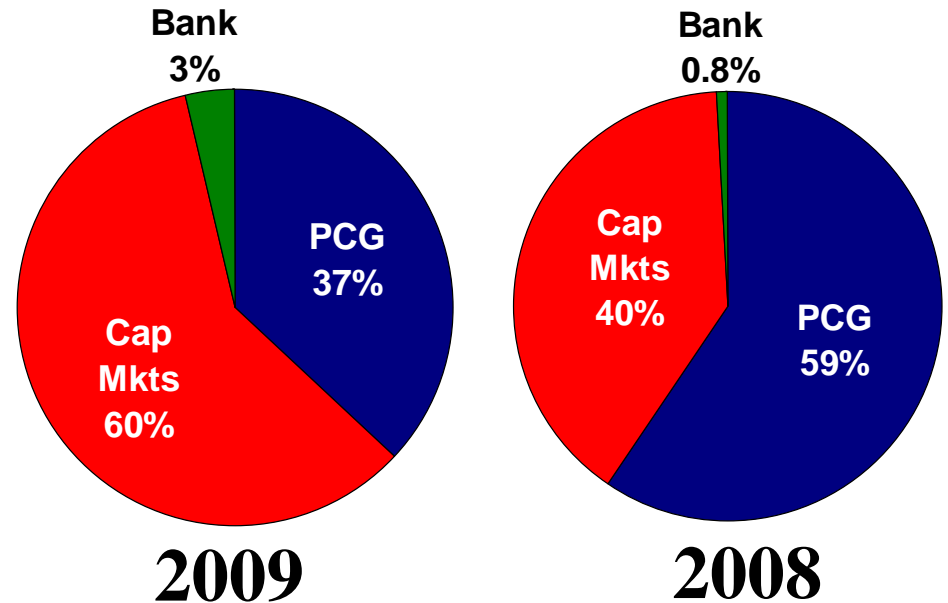
YTD Segment Comparison (Excludes Acquisitions)

- Balanced business model facilitates growth during volatile markets
 - Stable PCG business is augmented by profitable and growing Capital Markets.

Revenue



Operating Profit



Private Client Group Income Statements

	Quarters Ended		Change		YTD		Change	
	6/30/09	6/30/08	\$	%	6/30/09	6/30/08	\$	%
<i>(\$ in thousands)</i>								
Net Revenues	\$ 131,164	\$ 120,999	\$ 10,165	8%	\$ 241,688	\$ 235,852	\$ 5,836	2%
Compensation and Benefits	83,208	72,691	10,517	14%	155,426	145,536	9,890	7%
Non-Comp Operating Expenses	27,320	18,452	8,868	48%	50,166	34,855	15,311	44%
Total non-interest expenses	110,528	91,143	19,385	21%	205,592	180,391	25,201	14%
Income before income taxes	\$ 20,636	\$ 29,856	(9,220)	(31%)	\$ 36,096	\$ 55,461	(19,365)	(35%)

Ratios to Net Revenues

Compensation & Benefits	63%	60%	64%	62%
Operating expenses	21%	15%	21%	15%
Income before income taxes	16%	25%	15%	24%



Capital Markets

Income Statement

(\$ in thousands)

	Quarters Ended		Change		YTD		Change	
	6/30/09	6/30/09	\$	%	6/30/09	6/30/09	\$	%
Net Revenues	\$ 125,136	\$ 82,720	\$ 42,416	51%	\$ 230,608	\$ 175,950	\$ 54,658	31%
Compensation and Benefits	74,250	52,615	21,635	41%	136,768	109,845	26,923	25%
Non-Comp Operating Expenses	19,036	14,735	4,301	29%	35,956	28,895	7,061	24%
Total non-interest expenses	93,286	67,350	25,936	39%	172,724	138,740	33,984	24%
Income before income taxes	\$ 31,850	\$ 15,370	\$ 16,480	107%	\$ 57,884	\$ 37,210	\$ 20,674	56%

Ratios to Net Revenues

Compensation & Benefits	59%	64%	59%	62%
Operating expenses	15%	18%	16%	16%
Income before income taxes	25%	19%	25%	21%



Capital Markets Revenues

	Quarters Ended		Change		YTD		Change	
	6/30/09	6/30/08	\$	%	6/30/09	6/30/08	\$	%
<i>(\$ in thousands)</i>								
ECM Flow Business	\$ 38,078	\$ 35,879	\$ 2,199	6%	\$ 74,865	\$ 70,533	\$ 4,332	6%
FICM Flow Business	63,054	31,318	31,736	101%	116,502	71,349	45,153	63%
Total Flow Business	101,132	67,197	33,935	51%	191,367	141,883	49,484	35%
Capital Raising	11,391	5,595	5,796	104%	14,820	14,524	296	2%
Advisory Fee	10,467	9,124	1,343	15%	20,473	17,936	2,537	14%
Investment Banking	21,858	14,719	7,139	49%	35,293	32,460	2,833	9%
Other Revenue	2,146	804	1,342	167%	3,948	1,607	2,341	146%
Total ECM Net Revenue	\$ 125,136	\$ 82,720	\$42,416	51%	\$ 230,608	\$ 175,950	\$54,658	31%

Ratios to Net Revenues

Flow Business	81%	81%	83%	81%
Investment Banking	17%	18%	15%	18%



Stifel Bank & Trust

Income Statements

(\$ in thousands)

Net Revenues

	Quarters Ended		Change		YTD		Change	
	6/30/09	6/30/08	\$	%	6/30/09	6/30/08	\$	%
Interest	\$ 3,778	\$ 3,811	\$ (33)	(1%)	\$ 7,434	\$ 7,362	\$ 72	1%
Other Revenues	1,376	862	514	60%	2,046	1,109	937	84%
Total Revenues	5,154	4,673	481	10%	9,480	8,471	1,009	12%
Less: Interest Expense	1,008	1,436	(428)	(30%)	1,694	3,152	(1,458)	(46%)
Total Net Revenues	4,146	3,237	909	28%	7,786	5,319	2,467	46%
Compensation and Benefits	621	978	(357)	(37%)	1,032	1,737	(705)	(41%)
Non-Comp Operating Expenses	1,854	1,837	17	1%	3,309	2,851	458	16%
Total non-interest expenses	2,475	2,815	(340)	(12%)	4,341	4,588	(247)	(5%)
Income before income taxes	\$ 1,671	\$ 422	\$ 1,249	296%	\$ 3,445	\$ 731	\$ 2,714	371%

Ratios to Net Revenues

Compensation & Benefits	15%	30%	13%	33%
Operating expenses	45%	57%	42%	54%
Income before income taxes	40%	13%	44%	14%

Total assets	\$ 539,703	\$ 301,511	\$ 238,192	79%
Total retained loans, net	\$ 181,580	\$ 168,904	\$ 12,676	8%
Loans held for sale, net	\$ 43,320	\$ 17,301	\$ 26,019	150%
Total deposits	\$ 470,430	\$ 222,249	\$ 248,181	112%
Allowance for loan losses and a % of loans	1.66%	1.18%		
Total non-performing loans as a % of assets	0.83%	0.41%		



Stifel Bank & Trust

Balance Sheet

- Investment portfolio grew \$74 million from 3/31/09 to total \$133 million as of 6/30/09
 - Purchases since quarter-end added an additional \$85 million, increasing the portfolio to \$219 million
 - The \$159 million in purchases represent more than a 300 basis increase in yield over cash alternatives
 - Agency MBS comprise 44% of the portfolio, which represents the largest sector in the portfolio; No other sector comprises more than 16% of the portfolio
- As of 6/30/09, cash and cash equivalents totaled \$157 million
- Retained loan portfolio declined \$1.3 million, or 1%, to total \$182 million from 3/31/2009

Mortgage Banking

- Over \$521 million in loans sold into the secondary market over the first six months of 2009, compared to \$330 million for all of fiscal 2008
- Gross mortgage revenues totaled \$7.0 million for the six months ended 6/30/09, compared to \$4.4 million for all of fiscal 2008
- Only \$8.1 million in retained mortgage loan originations in the six months ended 6/30/09 with a weighted average LTV of 47% and weighted average FICO of 786

Credit Quality

- Allowance as a percentage of gross loans was 1.66%, which represented a 19 basis point increase from 3/31/2009
- Trailing 12 month losses as a percentage of average loans was 0.39%
- Other real estate owned decreased \$2.5 million, or 57%, from 3/31/09 due to the sale of a \$2.2 million commercial real estate property

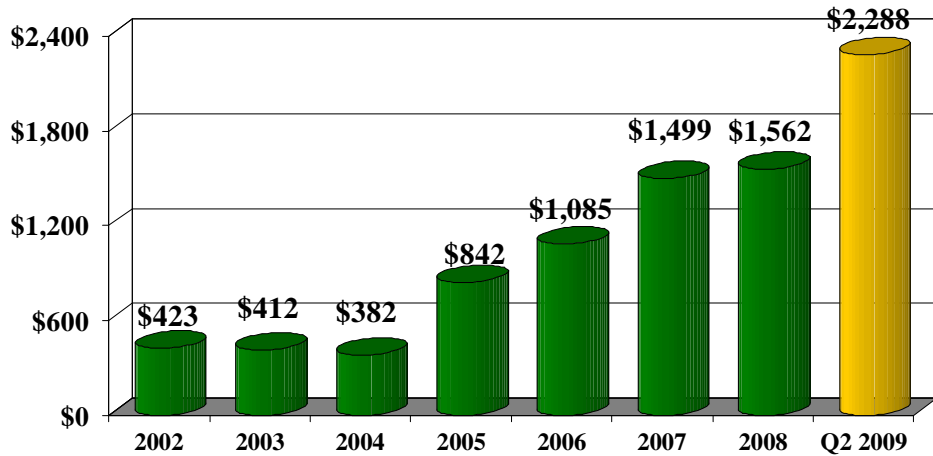


Other Segment Analysis

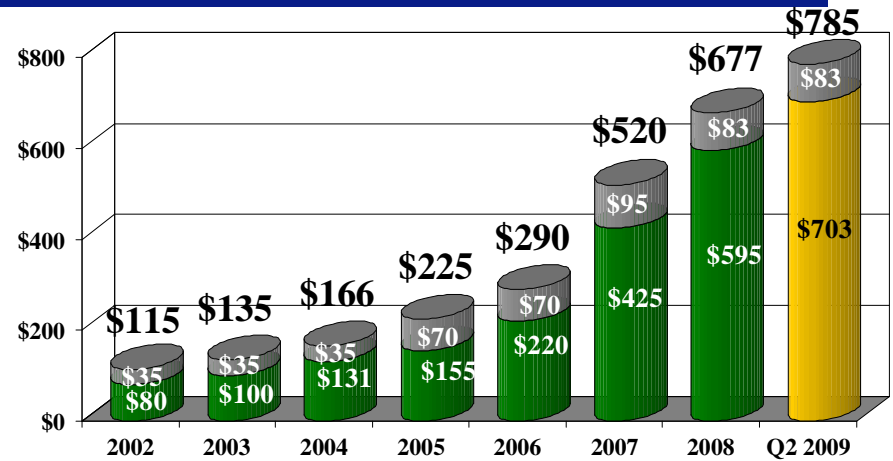
	Quarters Ended		Change		YTD		Change	
	06/30/09	06/30/08	\$	%	06/30/09	06/30/08	\$	%
<i>(\$ in thousands)</i>								
Net Revenue	1,059	1,995	(936)	(47%)	1,404	3,307	(1,903)	(58%)
Compensation and Benefits	17,802	12,144	5,658	47%	30,495	21,043	9,452	45%
Occupancy and Equipment	5,355	3,744	1,611	43%	9,084	8,384	701	8%
Communication and Office Supplies	2,811	1,656	1,155	70%	4,477	2,864	1,613	56%
Commission and Floor Brokerage	3	0	3	n/a	3	0	3	n/a
Other Operating Expenses	3,136	3,436	(300)	(9%)	6,505	7,198	(693)	(10%)
Total Non-Interest Expenses	29,107	20,979	8,128	39%	50,565	39,489	11,076	28%
Income before Income Taxes	(28,048)	(18,984)	(9,064)	48%	(49,161)	(36,182)	(12,979)	36%
Acquisition-Related	-	(6,514)	6,514	n/a	-	(13,145)	13,145	n/a
Other and Acquisition-Related	(28,048)	(25,498)	(2,550)	10%	(49,161)	(49,327)	166	(0%)



Stifel Financial Balance Sheet Graphs

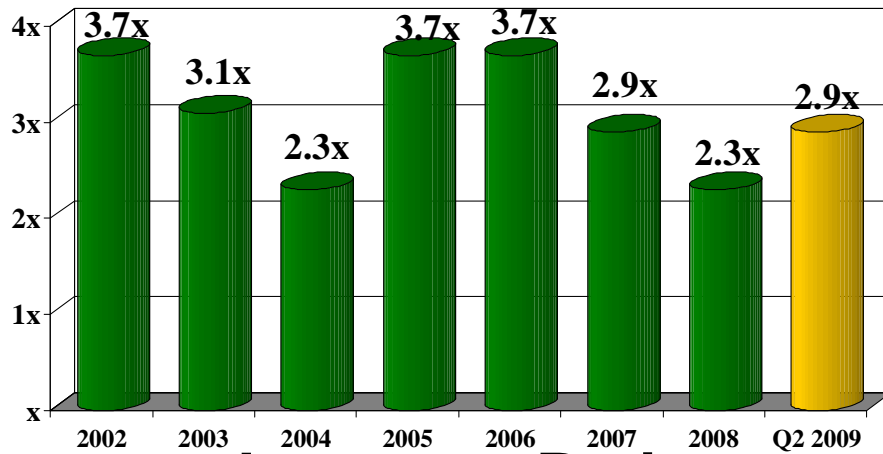


Total Assets (\$ millions)

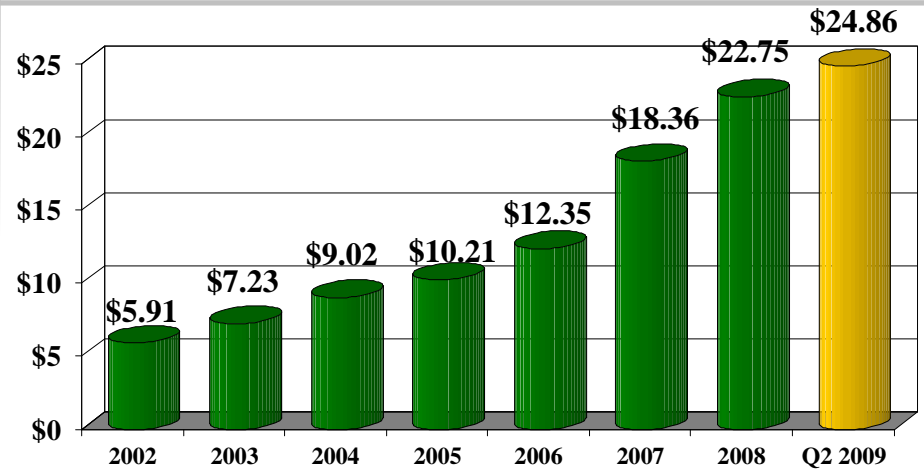


Total Capitalization (\$ millions)

Defined as stockholder's equity plus the trust preferred securities.



Leverage Ratio



Book Value Per Share



Capital Structure

(\$ in thousands)

Total Assets	\$ 2,287,992
Stockholders' Equity	\$ 702,702
Debtures to:	
Stifel Financial Capital Trust II - LIBOR plus 1.70% (fixed at 6.38% until 9/30/10), due 9/30/35	\$ 35,000
Stifel Financial Capital Trust III - LIBOR plus 1.85% (fixed at 6.79% until 6/6/12), due 6/6/37	\$ 35,000
Stifel Financial Capital Trust IV - LIBOR plus 1.85% (fixed at 6.78% until 9/6/12), due 9/6/37	\$ 12,500
<i>Total Debtures (average 6.64% per annum)</i>	\$ 82,500
Total Capitalization	\$ 785,202

Ratios:

Equity to Assets	31%
Capitalization to Assets	34%
Debtures to Equity	12%
Leverage Ratio	2.9x
Equity Capitalization	3.3x



Level 3 Assets

	Carrying Value		Change
	6/30/09	12/31/08	
<i>(\$ in thousands)</i>			
Auction Rate Securities	\$ 57,078	\$ 18,509	\$ 38,569
Stifel Bank & Trust Investments	7,858	10,423	(2,565)
Trading Securities	1,096	4,161	(3,065)
Other Investments	4,829	5,169	(340)
	<u>\$ 70,861</u>	<u>\$ 38,262</u>	<u>\$ 32,599</u>
<i>Percentage of Equity</i>	10%	7%	4%



Other Financial Data

Other Data	Quarterly Data			% Change	
	6/30/2009	3/31/2009	6/30/2008	vs Q1 2009	vs Q2 2008
	Bank Assets	\$ 539,703	\$ 529,953	\$ 301,511	2%
SN & SF Assets	1,748,289	1,484,745	1,384,327	18%	26%
Total Assets (000's)	\$ 2,287,992	\$ 2,014,698	\$ 1,685,838	14%	36%
Stockholders Equity (000's)	\$ 702,702	\$ 630,802	\$ 465,071	11%	51%
Book value Per Share	\$24.86	\$23.19	\$19.75	7%	26%
Financial Advisors*	1,562	1,394	1,178	12%	33%
Full Time Employees	3,849	3,560	3,053	8%	26%
Locations	239	230	185	4%	29%
Total Client Assets (000's)	\$ 64,653,000	\$ 54,854,000	\$ 58,060,000	18%	11%

*Includes all retail Financial Advisors.



Stifel Outlook

- Unstable conditions in the Private Client market presents opportunity for Stifel to continue to grow organically and through M&A
 - The uncertainty surrounding the largest domestic and European private client platforms impacts thousands of US-based Financial Advisors.
 - Success with UBS signings is testament to the PCG platform
- Balanced business mix facilitates growth during volatile markets
 - 50% of 2009 revenues generated by PCG and 48% by Capital Markets.
- Capital Markets turmoil creates a pool of very qualified candidates
 - All segments of Capital Markets continued to build out platform and hire in 2009.
 - Hired Victor Nesi as Co-Head of Capital Markets



Q & A