

STIFEL FINANCIAL CORP
Form FWP
July 12, 2016

FINAL TERM SHEET

Filed pursuant to Rule 433

July 11, 2016

Relating to

Preliminary Prospectus Supplement dated July 11, 2016 to

Prospectus dated January 8, 2015

Registration Statement No. 333-201398

Stifel Financial Corp.

6,000,000 depositary shares, each representing a 1/1000th interest in a share of

6.25% Non-Cumulative Preferred Stock, Series A

Pricing Term Sheet

Issuer:	Stifel Financial Corp. (NYSE: SF)
Security:	Depositary Shares, each representing a 1/1000th interest in a share of 6.25% Non-Cumulative Preferred Stock, Series A
Size:	\$150,000,000 (6,000,000 Depositary Shares representing an aggregate of 6,000 shares of Preferred Stock)
Over-allotment Option:	None
Expected Ratings*	BB- / B+
(S&P / Fitch):	
Maturity:	Perpetual
Liquidation Preference:	\$25,000 per share of Series A Preferred Stock (equivalent to \$25 per depositary share)
Dividend Rate (Non-Cumulative):	6.25% per annum from the date of issuance
Dividend Payment Dates:	When, as and if declared, payable quarterly in arrears on each March 15, June 15, September 15, and December 15, beginning on September 15, 2016 (if declared) on a non-cumulative basis
Day Count:	30/360
Optional Redemption:	Subject to any required approval of the Federal Reserve, on or after July 15, 2021, the Issuer may, at its option, redeem the Preferred Stock, and thus redeem a proportionate

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number of depositary shares, in whole or in part, at any time or from time to time, at a redemption price of \$25.00 per depositary share plus an amount equal to all declared and unpaid dividends, and without accumulation of any undeclared dividends thereon to the date of redemption

Public Offering Price: \$25.00 per Depositary Share

Underwriting Discount: \$0.7875 per Depositary Share
 Expected Net Proceeds, before Expenses, to the Issuer: \$145,275,000
 Use of Proceeds: General corporate purposes
 Trade Date: July 11, 2016
 Settlement Date: July 15, 2016 (T+4)

It is expected that delivery of the depositary shares will be made through the facilities of DTC on or about July 15, 2016, which will be the fourth business day following the initial sale of the depositary shares (this settlement cycle being referred to as T+4). Under Rule 15c6-1 of the Exchange Act, trades in the secondary market generally are required to settle in three business days, unless the parties to a trade expressly agree otherwise. Accordingly, purchasers who wish to trade the depositary shares prior to the third business day before the delivery of the depositary shares will be required, by virtue of the fact that the depositary shares initially will settle on a delayed basis, to specify alternative settlement arrangements at the time of any such trade to prevent a failed settlement and should consult their own advisor.

Joint Book-Running Managers: Keefe, Bruyette & Woods, Inc.
 Merrill Lynch, Pierce, Fenner & Smith
 Incorporated
 Morgan Stanley & Co. LLC

Expected Listing: The Issuer intends to file an application to list the Depositary Shares under the symbol SF PR A on the New York Stock Exchange.
 CUSIP / ISIN for the Depositary Shares: 860630 409 / US8606304090

*** A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.**

Stifel Financial Corp. has filed a registration statement (including a prospectus) with the Securities and Exchange Commission for the offering to which this communication relates. Before you invest, you should read the prospectus in the registration statement and the other documents Stifel Financial Corp. has filed with the SEC for more complete information about Stifel Financial Corp. and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, you can request the prospectus by contacting Keefe, Bruyette & Woods, A Stifel Company at 787 Seventh Avenue, Fourth Floor, New York, NY 10019, by e-mail at USCapitalMarkets@kbw.com, by fax at 212-581-1592, or by calling 1-800-966-1559, Merrill Lynch, Pierce, Fenner & Smith Incorporated toll-free at 1-800-294-1322 or Morgan Stanley & Co. LLC toll-free at 1-866-718-1649.