Using a black ink pen, mark your votes with an X as shown in this example. Please do not write outside the designated areas.

**IMPORTANT ANNUAL MEETING INFORMATION**

Electronic Voting Instructions
Available 24 hours a day, 7 days a week!
Instead of mailing your proxy, you may choose one of the voting methods outlined below to vote your proxy.
VALIDATION DETAILS ARE LOCATED BELOW IN THE TITLE BAR.
Proxies submitted by the Internet or telephone must be received by 1:00 a.m., Central Time, on February 16, 2017. (5:00 p.m., Eastern Time, February 13, 2017 for ESOP Plan participants).

**Vote by Internet**
• Go to www.investorvote.com/rjf
• Or scan the QR code with your smartphone
• Follow the steps outlined on the secure website

**Vote by telephone**
• Call toll free 1-800-652-VOTE (8683) within the USA, US territories & Canada on a touch tone telephone
• Follow the instructions provided by the recorded message

**Annual Meeting Proxy Card**

IF YOU HAVE NOT VOTED VIA THE INTERNET OR TELEPHONE, FOLD ALONG THE PERFORATION, DETACH AND RETURN THE BOTTOM PORTION IN THE ENCLOSED ENVELOPE.

**A Proposals**
The Board of Directors recommends a vote FOR all the nominees listed, FOR Proposals 2 and 4, and for EVERY YEAR on Proposal 3.

1. Nominees*:
   - For Against Abstain
   - 01 - Charles G. von Arentschildt
   - 04 - Benjamin C. Esty
   - 07 - Gordon L. Johnson
   - 02 - Shelley G. Broader
   - 05 - Francis S. Godbold
   - 08 - Roderick C. McGeary
   - 10 - Robert P. Saltzman
   - 03 - Jeffrey N. Edwards
   - 06 - Thomas A. James
   - 09 - Paul C. Reilly
   - 11 - Susan N. Story

2. Advisory vote to approve 2016 executive compensation.
   For Against Abstain

3. Advisory vote on the frequency of advisory votes on executive compensation.
   Every Year Every 2 Years Every 3 Years Abstain

4. To ratify the appointment of KPMG LLP as the Company’s independent registered public accounting firm.
   For Against Abstain

This Proxy is authorized to vote in accordance with his judgement upon such other business as may properly come before the meeting.

**B Authorized Signatures**
This section must be completed for your vote to be counted. — Date and Sign Below
NOTE: Please sign as name appears heron. Joint owners should each sign. When signing as attorney, executor, administrator, trustee or guardian, please give full title as such.
Date (mm/dd/yyyy) — Please print date below.
Signature 1 — Please keep signature within the box.
Signature 2 — Please keep signature within the box.

IF VOTING BY MAIL, YOU MUST COMPLETE SECTIONS A - C ON BOTH SIDES OF THIS CARD.