

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 22, 2018. (5:00 p.m., Eastern Time, February 19, 2018 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

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



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 and FOR Proposals 2 and 3.

1. Nominees*:												+
	For	Against	Abstain		For	Against	Abstain		For	Against	Abstain	
01 - Charles G. von Arentschildt	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	02 - Shelley G. Broader	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	03 - Jeffrey N. Edwards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
04 - Benjamin C. Esty	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	05 - Francis S. Godbold	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	06 - Thomas A. James	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
07 - Gordon L. Johnson	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	08 - Roderick C. McGeary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	09 - Paul C. Reilly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10 - Robert P. Saltzman	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	11 - Susan N. Story	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	*TO ELECT ELEVEN (11) DIRECTORS: To hold office until the next annual meeting.				
2. Advisory vote to approve 2017 executive compensation.			For	Against	Abstain	3. To ratify the appointment of KPMG LLP as the Company's independent registered public accounting firm.			For	Against	Abstain	
			<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>				<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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 hereon. 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.

Important notice regarding the Internet availability of proxy materials for the Annual Meeting of Shareholders. The Proxy Statement and the 2017 Annual Report to Shareholders are available at: www.raymondjames.com/investor-relations/shareholders-meeting

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

Proxy — Raymond James Financial, Inc.



880 CARILLON PARKWAY, ST. PETERSBURG, FL 33716

THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS

The undersigned hereby revokes any proxy previously granted and appoints Paul C. Reilly and Thomas A. James, or either of them, as Proxy, each with the power to appoint his substitute, and hereby authorizes either to represent and to vote as designated herein, all the shares of Common Stock of Raymond James Financial, Inc. held of record by the undersigned on December 18, 2017 at the annual meeting of shareholders to be held on February 22, 2018, or any adjournment thereof.

THIS PROXY WILL BE VOTED AS DIRECTED, OR IF NO DIRECTION IS INDICATED, WILL BE VOTED "FOR" THE ELECTION OF DIRECTORS AND "FOR" PROPOSALS 2 AND 3.

NOTICE TO PARTICIPANTS IN THE RAYMOND JAMES FINANCIAL, INC. EMPLOYEE STOCK OWNERSHIP PLAN:

This card also constitutes confidential voting instructions for participants in the Raymond James Financial, Inc. Employee Stock Ownership Plan ("ESOP"). A participant who signs on the reverse side hereby instructs the trustee of the ESOP to vote all the shares of Common Stock of Raymond James Financial, Inc. allocated to his or her ESOP Account in accordance with the instructions on the reverse side. If no instructions have been received from the ESOP participant, the trustee will vote the shares allocated to the participant's ESOP Account in the same proportion as it votes the shares of ESOP participants who have instructed the trustee on how to vote. You cannot vote your ESOP shares in person at the meeting. Your voting instructions must be received by 5:00 p.m., Eastern Time, on February 19, 2018 to allow sufficient time for processing. The trustee of the ESOP will hold your voting instructions in complete confidence except as may be necessary to meet legal requirements.

(Continued and to be marked, dated and signed, on the other side)

C Non-Voting Items

Change of Address — Please print new address below.

Comments — Please print your comments below.

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

