RJF SHAREHOLDERS MEETING

February 22, 2018

FORWARD LOOKING STATEMENTS

Certain statements made in this presentation and the associated webcast may constitute "forwardlooking statements" under the Private Securities Litigation Reform Act of 1995. Forward-looking statements include information concerning future strategic objectives, business prospects, anticipated savings, financial results (including expenses, earnings, liquidity, cash flow and capital expenditures), industry or market conditions, demand for and pricing of our products, acquisitions and divestitures, anticipated results of litigation and regulatory developments or general economic conditions. In addition, words such as "believes," "expects," "anticipates," "intends," "plans," "estimates," "projects," "forecasts," and future or conditional verbs such as "will," "may," "could," "should," and "would," as well as any other statement that necessarily depends on future events, are intended to identify forwardlooking statements. Forward-looking statements are not guarantees, and they involve risks, uncertainties and assumptions. Although we make such statements based on assumptions that we believe to be reasonable, there can be no assurance that actual results will not differ materially from those expressed in the forward-looking statements. We caution investors not to rely unduly on any forward-looking statements and urge you to carefully consider the risks described in our filings with the Securities and Exchange Commission (the "SEC") from time to time, including our most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q, which are available at www.raymondjames.com and the SEC's website at www.sec.gov. We expressly disclaim any obligation to update any forward-looking statement in the event it later turns out to be inaccurate, whether as a result of new information, future events, or otherwise.

PAUL REILLY

Chairman & CEO

REPORT OF SHARES PRESENT

Jonathan N. Santelli, General Counsel

PAUL REILLY

Chairman & CEO

BOARD OF DIRECTORS

CHARLES G. VON ARENTSCHILDT GOR

SHELLEY G. BROADER

JEFFREY N. EDWARDS

BENJAMIN C. ESTY

FRANCIS S. GODBOLD

THOMAS A. JAMES

GORDON L. JOHNSON

RODERICK C. MCGEARY

PAUL C. REILLY

ROBERT P. SALTZMAN

SUSAN N. STORY

INDEPENDENT AUDITORS

KPMG LLP

John Crish, Lead Engagement Partner Julie Barba, Engagement Partner

Election of Directors

Executive Compensation

Appointment of KPMG

POLLS OPEN

PAUL REILLY

Chairman & CEO

	Twelve Months Ended September 2017	Twelve Months Ended September 2016	Change*
Total Revenue	\$6.52 billion	\$5.52 billion	18%
Net Revenue	\$6.37 billion	\$5.41 billion	18%



^{*} Percentage change in this table reflects calculations from actual numbers and cannot be recalculated from the figures shown due to rounding differences.

	Twelve Months Ended September 2017	Twelve Months Ended September 2016	Change*
Net Income	\$636 million	\$529 million	20%
Adjusted Net Income**	\$768 million	\$569 million	35%

^{*} Percentage change in this table reflects calculations from actual numbers and cannot be recalculated from the figures shown due to rounding differences. ** Non-GAAP measure. See the appendix for a reconciliation of our non-GAAP measures to the most directly comparable GAAP measures and for more information on these measures.



	Twelve Months Ended September 2017	Ended	Change*
Earnings Per Common Share (diluted)	\$4.33	\$3.65	19%
Adjusted Earnings Per Common Share (diluted)**	\$5.23	\$3.93	33%

^{*} Percentage change in this table reflects calculations from actual numbers and cannot be recalculated from the figures shown due to rounding differences. ** Non-GAAP measure. See the appendix for a reconciliation of our non-GAAP measures to the most directly comparable GAAP measures and for more information on these measures.



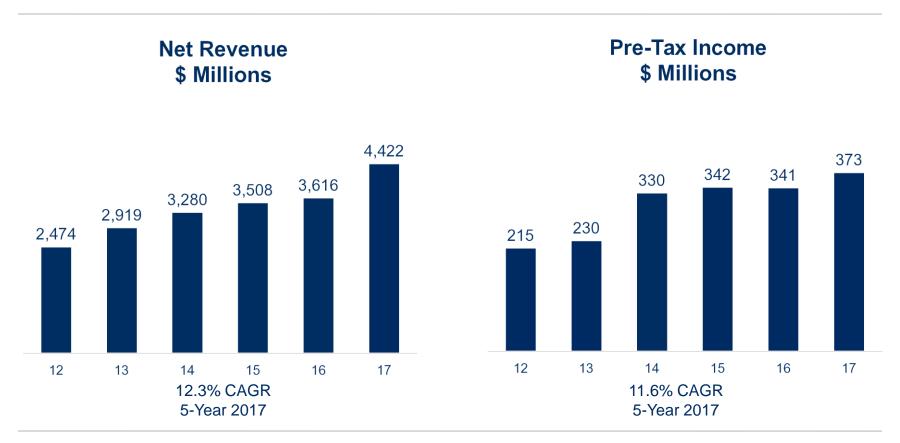
Balance Sheet Highlights, as of September 30, 2017

Total Assets \$34.9 billion

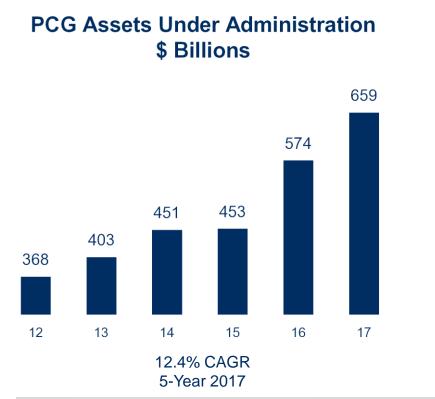
Equity Attributable to RJF \$5.6 billion

Market Capitalization \$12.2 billion

PRIVATE CLIENT GROUP TRENDS



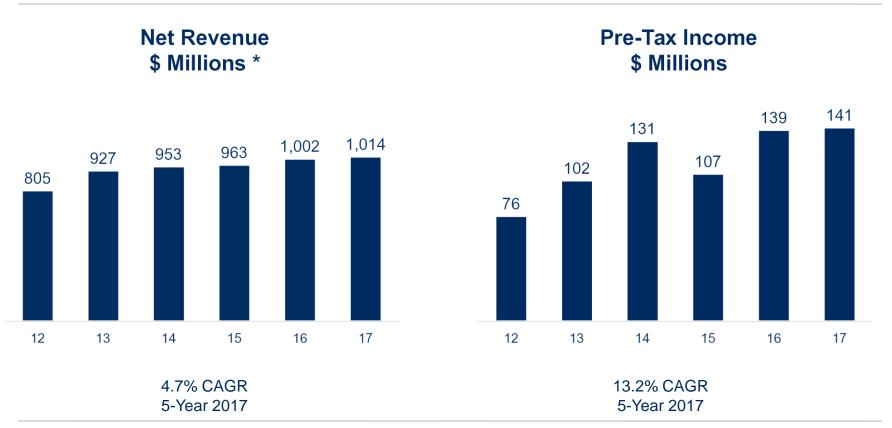
PRIVATE CLIENT GROUP TRENDS





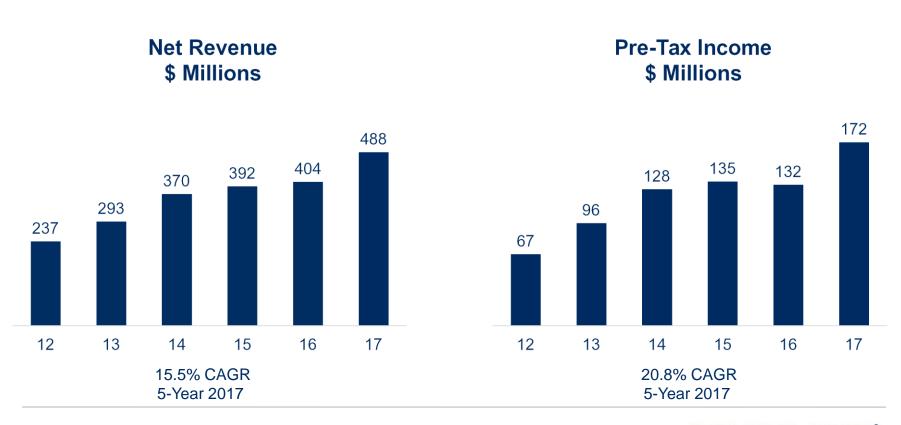
5-Year 2017

CAPITAL MARKETS TRENDS

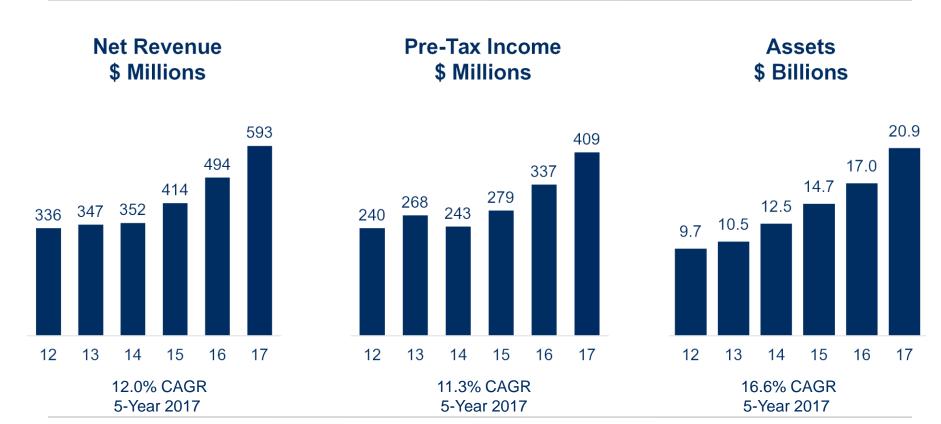


^{*} Certain prior periods have been adjusted for the adoption of accounting guidance related to consolidation of legal entities.

ASSET MANAGEMENT TRENDS



RAYMOND JAMES BANK TRENDS



	Three Months Ended December 2017	Three Months Ended December 2016	Change*
Total Revenue	\$1.77 billion	\$1.53 billion	15%
Net Revenue	\$1.73 billion	\$1.49 billion	16%



^{*} Percentage change in this table reflects calculations from actual numbers and cannot be recalculated from the figures shown due to rounding differences.

	Three Months Ended December 2017	Three Months Ended December 2016	Change*
Net Income	\$119 million	\$147 million	(19)%
Adjusted Net Income**	\$239 million	\$177 million	35%

^{*} Percentage change in this table reflects calculations from actual numbers and cannot be recalculated from the figures shown due to rounding differences. ** Non-GAAP measure. See the appendix for a reconciliation of our non-GAAP measures to the most directly comparable GAAP measures and for more information on these measures.



	Ended	Three Months Ended December 2016	Change*
Earnings Per Common Share (diluted)	\$0.80	\$1.00	(20)%
Adjusted Earnings Per Common Share (diluted)**	\$1.61	\$1.21	33%

^{*} Percentage change in this table reflects calculations from actual numbers and cannot be recalculated from the figures shown due to rounding differences. ** Non-GAAP measure. See the appendix for a reconciliation of our non-GAAP measures to the most directly comparable GAAP measures and for more information on these measures.



Balance Sheet Highlights, as of December 31, 2017

Total Assets	\$36.1 billion
---------------------	----------------

Equity Attributable to RJF \$5.7 billion

Market Capitalization \$13.0 billion

QUARTERS OF PROFITABILTY

120 Consecutive Profitable Quarters

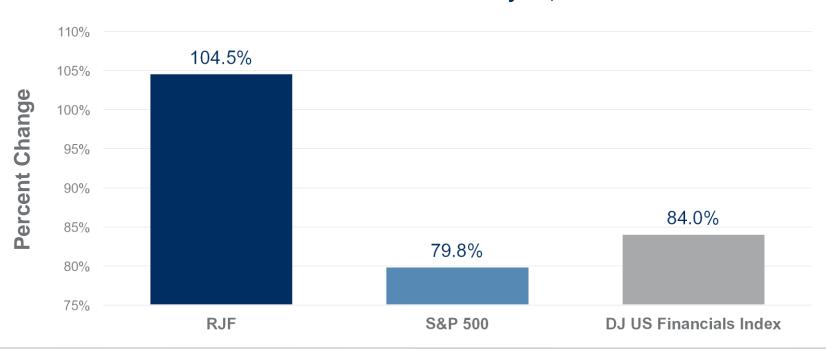


QUARTERS for PROFITABILTY



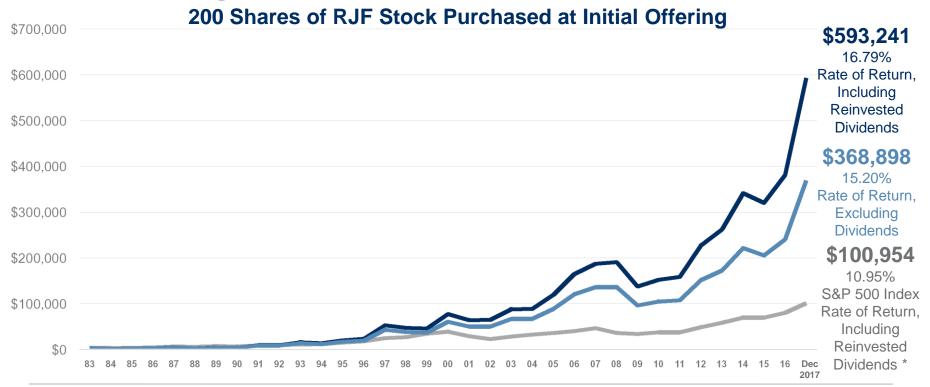
RAYMOND JAMES FINANCIAL

RJF Stock Price vs. Sector, Five-Year Change Five Years Ended February 21, 2018



RAYMOND JAMES FINANCIAL

Long-Term Stock Performance as of December 29



^{*} Performance of the S&P 500 was calculated by investing the equivalent amount needed to purchase 200 shares of RJF stock on the IPO date of 7/1/1983, and then multiplying that amount by the close of the S&P 500 at the date of each fiscal year end between 1984-2017. Dividends were reinvested quarterly.



RAYMOND JAMES FINANCIAL

Return on Equity



^{**} Non-GAAP measure. See the appendix for a reconciliation of our non-GAAP measures to the most directly comparable GAAP measures and for more information on these measures.

RECENT SUCCESS





Financial Planning

All Sections ▼

Raymond James advisor ranks hit record

Published

October 26 2017, 12:35pm EDT



Raymond James Financial, Inc. -- Moody's Upgrades Raymond James to Baa1

Moodys

© Jul 13 2017 05:21 AM



WINNER OF 12 PULITZER PRIZES

Tuesday, January 23, 2018

In latest milestone, Raymond James Financial joining S&P 500 index group of companies

ACQUISITIONS













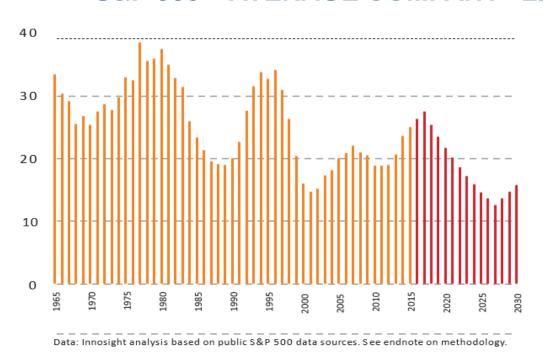






BUT

S&P 500 – AVERAGE COMPANY "LIFE EXPECTANCY"



1965: 33 years

2015: 25 years

2025: 10-15 (expected)

STRONG FOUNDATION



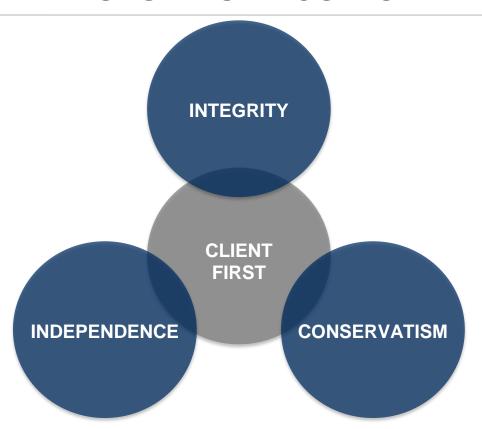
Our business is

PEOPLE

and their

financial well-being

VALUES-BASED CULTURE



LONG-TERM, CONSERVATIVE VIEW



>20%
Capital*

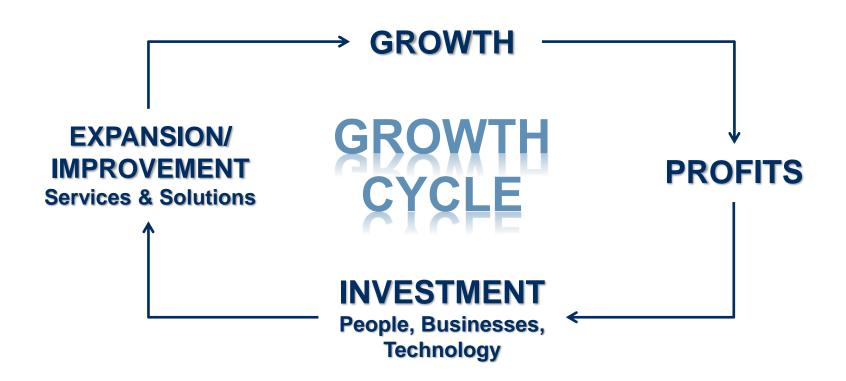
>2X
Regulatory Requirement

>\$1 Billion
Cash**



^{*}Total Capital Ratio

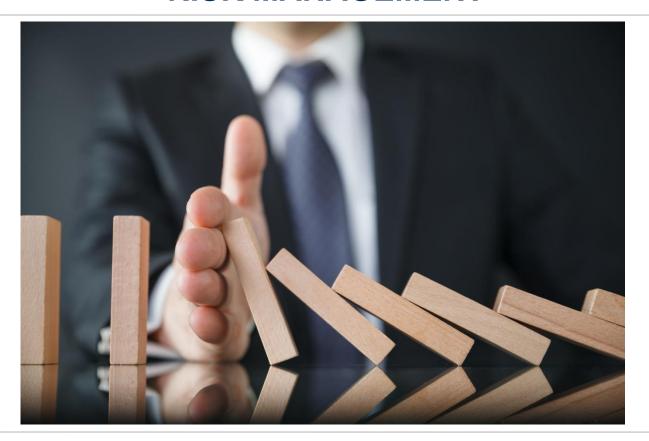
GROWTH CYCLE



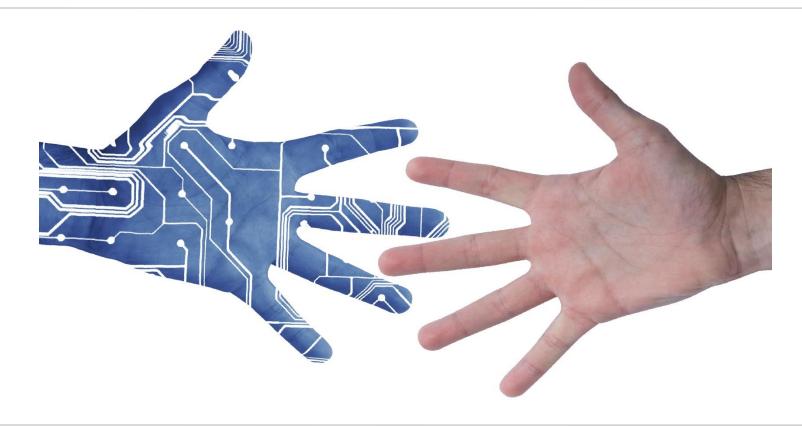
ASSESSING OUR POSITION



RISK MANAGEMENT



TECHNOLOGY



LONG RANGE PLANNING BOARD MEETING

Active vs. Passive





Non-Core Business

Risk





Diversity & Inclusion

Evergreen: Succession Planning

RAYMOND JAMES EXECUTIVE COMMITTEE



Thomas A. JamesChairman Emeritus
Raymond James Financial



Paul Reilly Chairman & CEO Raymond James Financial



Bella Loykhter AllaireEVP Technology & Operations
Raymond James & Associates



Jeffrey P. Julien EVP Finance CFO &Treasurer Raymond James Financial



Paul Allison Chairman & CEO Raymond James Limited



Steve Raney President & CEO Raymond James Bank



John Carson Jr.
President
Raymond James Financial



Jonathan N. Santelli EVP and General Counsel Raymond James Financial



Scott Curtis President Raymond James Financial Services



Jeffrey E. Trocin
Co-President Global Equities
& Investment Banking
Raymond James & Associates



James E. Bunn
Co-President Global Equities
& Investment Banking
Raymond James & Associates



Jeff Dowdle President Asset Management Group Raymond James Financial



Dennis Zank
Chief Operating Officer
Raymond James Financial
Chief Executive Officer
Raymond James & Associates



Tash Elwyn President Raymond James & Associates Private Client Group

THE WALL STREET JOURNAL.

Home World U.S. Politics Economy Business Tech Markets Opinion Life & Arts Real Estate WSJ. Magazin

BUSINESS | CFO JOURNAL

"Mr. Julien's tenure is longer than any other finance chief

belonging to the S&P 500 or Fortune 500, or to both..."

at the 673 biggest U.S. businesses—a group that comprises all companies

Finance Chiefs Are Staying on the Job Longer, and That Is Good for Companies

Shareholder returns of companies with long-tenured CFOs largely outperform S&P500 index



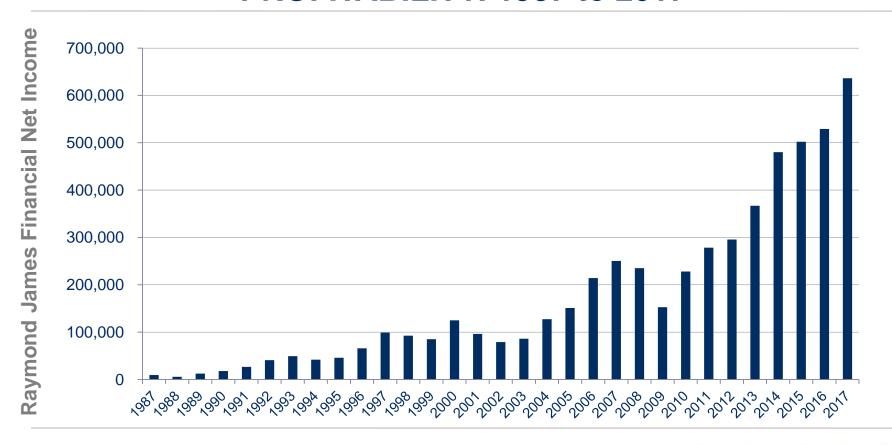
Jeffrey Julien has been CFO of Raymond James Financial for three decades, PHOTO: BOB CROSLIN FOR THE WALL STREET JOURNAL

By Joann S. Lublin Aug. 13, 2017 8:00 a.m. ET 2 COMMENTS

Few chief financial officers hold their high-pressured post for a decade, but that elite club is growing.

Jeff Julien belongs to this rare breed, whose longevity often reflects their sustained performance. Named CFO of brokerage Raymond James Financial Inc. RJF+0.59% ▲ 30 years ago, he helped lead his 118th quarterly earnings call last month.

PROFITABILITY: 1987 to 2017



VALUES-BASED CULTURE



JIM BUNN

Co-President Global Equities and Investment Banking

CAPITAL MARKETS

Net Revenue (\$m)

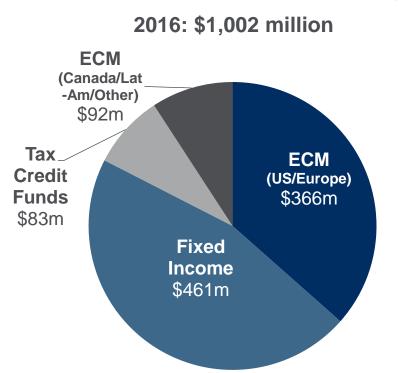


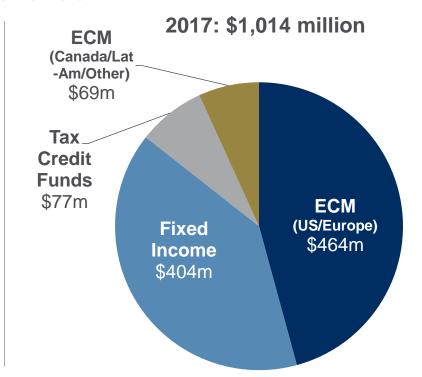
Pre-Tax Income (\$m)

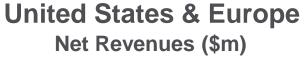


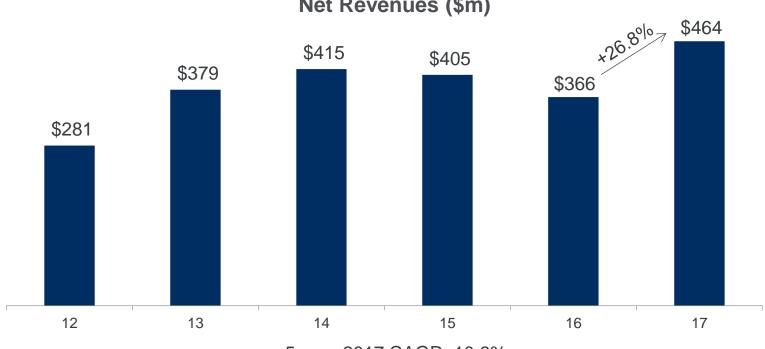
CAPITAL MARKETS

Net Revenue



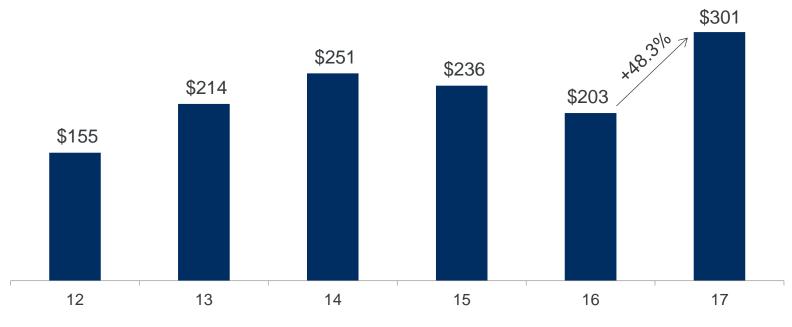






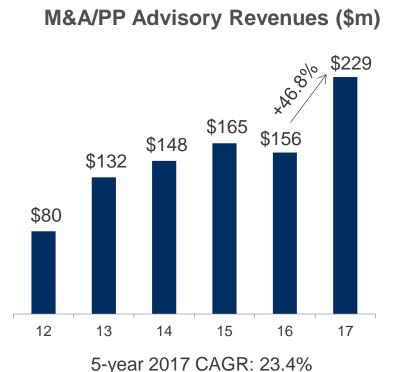
5-year 2017 CAGR: 10.6%

Global Investment Banking – ECM Revenues (\$m)

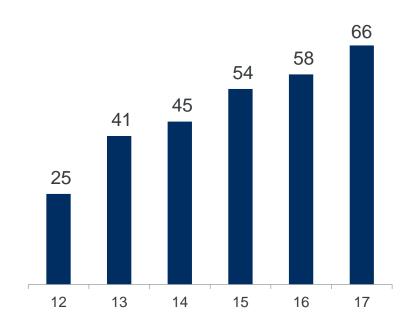


5-year 2017 CAGR: 14.2%

U.S. Investment Banking – ECM







U.S. Investment Banking: Advisory





















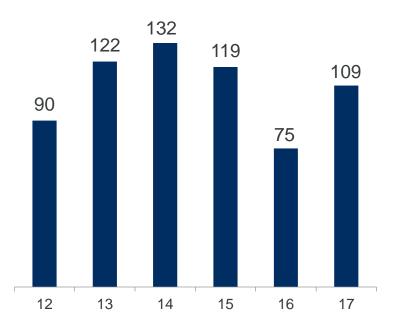


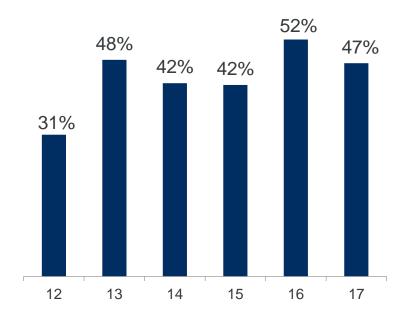


U.S. Investment Banking: Equity Underwriting

Number of RJ Deals

RJ as Bookrunner or Lead Manager





Investment Banking

Recent Accolades



2017

- Cross Border Deal of the Year (\$500M-\$1B)
- Financials Deal of the Year
- Divestiture Deal of the Year
- Out-of-court Restructuring of the Year
- Three Emerging Professional Awards

2016

- M&A Deal of the Year (\$500MM \$1 Billion)
- Private Equity Deal of the Year (\$500MM \$1 Billion)
- Cross Border Deal of the Year (\$500MM \$1 Billion)
- Three Emerging Professional Awards
- Investment Banking Turnaround Firm of the Year
- Int'l Corp. & Strategic Acquisition of the Year (\$100mm \$500mm)
- International Technology Deal of the Year (Over \$250mm)



2017

2 in Shareholder Activism Defense



2016

perfecting global opportunities

- Investment Bank of the Year
- Medical Services & Materials Deal of the Year (MM)
- Deal of the Year (\$500MM \$1 Billion)
- Industrial Services Restructuring of the Year



2015

- M&A Investment Bank of the Year USA
 - Most Outstanding M&A Focused Corporate Finance Firm



2015

Best Investment Services Provider – USA

European Investment Banking

In June 2016, Raymond James acquired Mummert & Co., a leading European advisory firm based in Munich, Germany to create a platform for further international expansion, add highly complementary industry coverage, enhance our cross-border transaction expertise and grow our network of strategic decision makers and investors





Today, 14 Managing Directors and 8 Senior Advisors in Munich, Frankfurt and London lead our European coverage in the Consumer, Health Care, Industrials and Technology & Services sectors





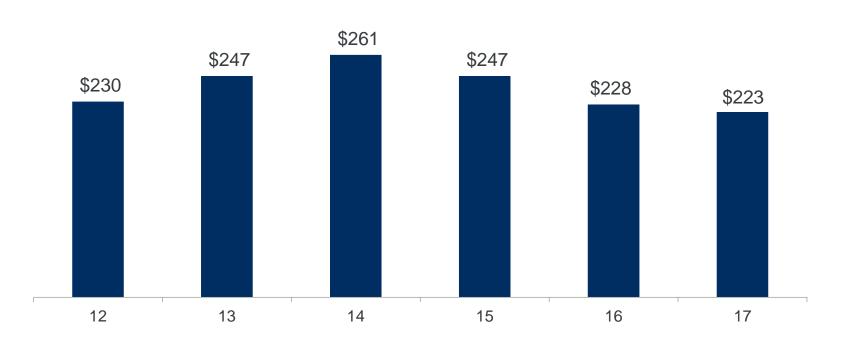








Institutional Equity Commission Revenues (\$m)



Global Equity Research



Ranked #1 in "Top Five Relationships for Small/Mid-Cap Portfolio Managers"

Ranked #1 in Overall U.S. Small/Mid-Cap Equity Sales & Corporate Access Quality

Ranked #1 for Share of Small/Mid-Cap Industry Research Citations

Ranked #1 in Healthcare Services, Energy Exploration and Production, and Telecommunication Services

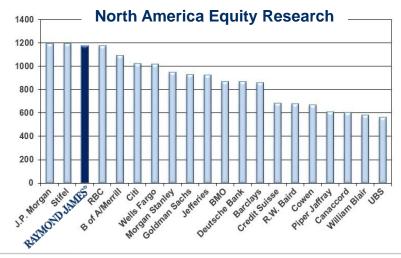
Ranked #2 in Financials, Energy Oilfield Services, and Restaurants

Ranked #2 in Overall U.S. Small/Mid-Cap Research/Advisory Penetration

Ranked #2 in Overall U.S. Small/Mid-Cap Equity Research Product & Analyst Service Quality

Ranked #3 in Overall U.S. Small/Mid-Cap Best U.S. Equity Trading Coverage for Small/Mid-Cap Equities

The Raymond James Equity Research team is composed of 77 fundamental equity analysts covering more than 940 U.S. companies, more than 240 Canadian companies and nearly 1,300 companies globally



2018 GROWTH INITIATIVES

Advisory

- Continue to improve key operating metrics: average fee, deal size, revenue per MD, revenue per banker
- Capitalize on 2017 senior banker hires in Europe to significantly increase European revenues
- Selectively but aggressively add senior banker talent through targeted recruiting
- Grow share of wallet from private equity firms
- Develop and introduce leveraged finance capabilities to enhance Advisory business, increase opportunities
- Increase mind/wallet share within public company board rooms through offerings like Activism Response and Contested Situations (ARCS) team
- Implement strategy to address China/Asia cross-border M&A and investment opportunity in a resource-light, cost-effective manner

2018 GROWTH INITIATIVES (CONT.)

Equity Underwriting

- Continue to invest in and grow the U.S. platform, in particular in life sciences, financial services, real estate and energy
- Increase market share of target transaction fees

Research, Sales & Trading

- Increase wallet share of NY hedge fund market and at other "Platinum" accounts
- Grow middle market business
- Explore and pursue opportunities to monetize research outside of US and Europe
- Execute MiFID II strategy in Europe and U.S., as appropriate
- Maintain cost discipline in Equity Research while adding differentiating research, such as recent addition of Public Policy Analyst

PAUL REILLY

Chairman & CEO

VOTING CLOSED

PAUL REILLY

Chairman & CEO

THOMAS A. JAMES

Chairman Emeritus

FINANCIAL SUMMARY

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	CAGR**
Total Revenues*	\$3,110	\$3,205	\$2,603	\$2,980	\$3,400	\$3,898	\$4,594	\$4,964	\$5,310	\$5,521	\$6,525	7.7%
Net Revenues*	2,610	2,813	2,546	2,917	3,334	3,807	4,488	4,862	5,204	5,405	6,371	9.3%
Net Income*	250	235	153	228	278	296	367	480	502	529	636	9.8%
Earnings per Share: Basic	2.10	1.95	1.25	1.83	2.20	2.22	2.64	3.41	3.51	3.72	4.43	7.8%
Total Assets*	16,229	20,710	18,224	17,881	18,003	21,145	22,965	23,135	26,326	31,487	34,883	8.0%

^{*}Figures are in millions

^{**}CAGR are calculated for FY2007 through FY2017

PAUL REILLY

Chairman & CEO

REPORT OF FINAL VOTE TOTAL

Jonathan N. Santelli, General Counsel

THANK YOU!

APPENDIX

Reconciliation of the GAAP measures to the non-GAAP measures (unaudited)

We utilize certain non-GAAP calculations as additional measures to aid in, and enhance, the understanding of our financial results and related measures. We believe that the non-GAAP measures provide useful information by excluding certain material items that may not be indicative of our core operating results. We believe that these non-GAAP measures will allow for better evaluation of the operating performance of the business and facilitate a meaningful comparison of our results in the current period to those in prior and future periods. The non-GAAP financial information should be considered in addition to, not as a substitute for, measures of financial performance prepared in accordance with GAAP. In addition, our non-GAAP measures may not be comparable to similarly titled non-GAAP measures of other companies. The following table provides a reconciliation of GAAP measures to non-GAAP measures for the periods which include non-GAAP adjustments.

\$ in thousands		Three montl	nded	Twelve months ended					
		December 31, 2017		December 31, 2016		September 30, 2017		September 30, 2016	
Net income (1)	\$	118,842	\$	146,567	\$	636,235	\$	529,350	
Non-GAAP adjustments:									
Acquisition-related expenses (2)		3,927		12,666		17,995		40,706	
Losses on extinguishment of debt (3)		_		_		45,746		_	
Jay Peak settlement (4)				30,000		130,000		20,000	
Sub-total pre-tax non-GAAP adjustments above		3,927		42,666		193,741		60,706	
Tax effect of non-GAAP adjustments		(1,100)		(12,365)		(61,869)		(20,570)	
Discrete impact of the Tax Cuts and Jobs Act ("Tax Act")(5)		117,169		_		_		_	
Non-GAAP adjustments, net of tax		119,996		30,301		131,872		40,136	
Adjusted net income	\$	238,838	\$	176,868	\$	768,107	\$	569,486	
Average equity (6)	\$	5,639,231	\$	4,998,712	\$	5,235,231	\$	4,695,588	
Adjusted average equity (6)	\$	5,699,229	\$	5,054,001	\$	5,310,489	\$	4,707,959	
Return on equity (7)		8.4%		11.7%		12.2%		11.3%	
Adjusted return on equity (7)		16.8%		14.0%		14.5%		12.1%	
Weighted-average common and common equivalent shares outstanding – diluted		148,261		145,675		146,647		144,513	
Earnings per common share (diluted)	\$	0.80	\$	1.00	\$	4.33	\$	3.65	
Adjusted earnings per common share (diluted)	\$	1.61	\$	1.21	\$	5.23	\$	3.93	



Footnotes

- Excludes noncontrolling interests.
- 2. Represents acquisition-related expenses associated with our current year announced acquisition of Scout Investments and its Reams Asset Management division as well as our 2016 acquisitions of the U.S. Private Client Services unit of Deutsche Bank Wealth Management, MacDougall, MacDougall & MacTier, Inc., and Mummert & Company Corporate Finance GmbH.
- Losses on extinguishment of debt include a make-whole premium and the acceleration of unamortized debt issuance
 costs associated with the early extinguishment of our 8.60% Senior Notes due 2019 (September 2017) and 6.90%
 Senior Notes due 2042 (March 2017), respectively.
- 4. Other expenses include legal expenses associated with the Jay Peak settlement. For further information see our Annual Report on Form 10-K for the year ended September 30, 2017 (available at www.sec.gov).
- 5. The discrete impact of the Tax Act includes the remeasurement of U.S. deferred tax assets at the lower enacted corporate tax rate and, to a lesser extent, a one-time transition tax on deemed repatriated earnings of foreign subsidiaries.
- 6. Computed by adding the total equity attributable to Raymond James Financial, Inc. as of each quarter-end date during the indicated period, plus the beginning of the year total, and dividing by two for the three months ended December 31, 2017 and 2016 and five for the twelve months ended September 30, 2017 and 2016. Adjusted average equity is computed by adjusting for the impact on average equity of the non-GAAP adjustments, as applicable for each respective period.
- 7. Computed by dividing annualized net income attributable to Raymond James Financial, Inc. by average equity for each respective period or, in the case of adjusted return on equity, computed by dividing annualized adjusted net income attributable to Raymond James Financial, Inc. by adjusted average equity for each respective period.

