

**WADDELL & REED FINANCIAL, INC.
COMPENSATION COMMITTEE CHARTER**

As Amended through October 31, 2019

I. COMMITTEE PURPOSE AND ROLE

The Compensation Committee (the "Committee") of the Board of Directors (the "Board") of Waddell & Reed Financial, Inc. (the "Company") is appointed by the Board to (1) approve and oversee the Company's executive and director compensation policies, objectives and programs, (2) review and approve compensation decisions with respect to the Company's executive officers and directors to help ensure that such persons are fairly compensated based upon their performance and contribution to the Company's growth and profitability, and that such compensation decisions support the Company's objectives and its stakeholders' interests, (3) take certain actions contemplated by, and provide oversight with respect to, the Company's incentive compensation and equity-based compensation plans, (4) annually issue a report on executive compensation for inclusion in the Company's annual report or proxy statement pursuant to applicable federal securities rules and regulations, (5) review and discuss items with respect to the Company's strategies related to people, culture and leadership, and (6) fulfill other responsibilities set forth in this Charter and any additional duties that may be assigned to the Committee by the Board from time to time.

II. COMMITTEE MEMBERSHIP

The Committee shall be comprised of not less than three members, all of whom must qualify as independent directors under the corporate governance listing standards of the New York Stock Exchange (the "NYSE") (or other exchange on which the Company's capital stock is then traded), the Securities Exchange Act of 1934, as amended (the "Exchange Act"), including Rule 10C-1(b)(1) thereof, and the other rules and regulations of the Securities and Exchange Commission (the "SEC") and otherwise be free of any relationship that may interfere with the exercise of their independence and judgment. In addition, Committee members shall qualify as "non-employee directors" for purposes of Rule 16b-3 of the Exchange Act.

The members of the Committee shall be annually appointed by the Board, after considering the recommendation of the Company's Nominating and Corporate Governance Committee. The Chairman of the Committee shall be appointed by the Chairman of the Board. The members of the Committee will serve until the next annual election of members of the Committee by the Board or their resignation, retirement, removal by the Board or until their successors are duly appointed and qualified. No member of the Committee may be removed except by majority vote of the directors then in office, and no reduction in the number of members constituting the full Committee shall have the effect of reducing the term of any incumbent member.

III. COMMITTEE MEETINGS

The Committee shall meet at least two times annually, or more frequently as circumstances dictate. In addition, the Chairman of the Board or any Committee member may call a special meeting of the Committee. The greater of two or 1/3 of the members of the Committee shall constitute a quorum.

The Committee shall regularly report on meetings thereof to the Board, including a description of all actions taken by the Committee at such meetings. The Committee shall keep written minutes of its meetings and such minutes shall be maintained with the books and records of the Company.

IV. COMMITTEE AUTHORITY AND RESPONSIBILITIES

The Committee shall have the power to perform the following:

Review and Approve Executive and Director Compensation Policies, Objectives and Programs

1. In consultation with the Board, the Chief Executive Officer of the Company (the "CEO") and other Company management, review and approve the Company's executive and director compensation policies, objectives and programs. The Committee will establish and periodically review and update:
 - (a) An appropriate peer group of companies, with the participation of a compensation consultant, for the purpose of comparing compensation levels and practices; and
 - (b) Corporate goals, objectives and other key measures for assessing executive performance, as the Committee deems appropriate.
2. In consultation with management, review the Company's incentive compensation policies and practices to determine whether these policies and practices create risks that are reasonably likely to have a material adverse effect on the Company and discuss the relationship between risk management policies and practices and compensation and evaluate compensation policies and practices that could mitigate any such risk.

Review and Approve CEO Compensation

3. Annually review and approve, with participation of Company management, corporate goals, objectives and other key performance measures relevant to the compensation of the CEO, evaluate the CEO's performance in light of those established measures, and determine and approve the CEO's compensation based on such evaluation, including, but not limited to, (a) the annual base salary level, (b) the annual cash incentive opportunity level, (c) the long-term incentive opportunity level, including equity-based compensation, (d) employment

agreements, severance arrangements, change in control agreements/provisions, and any other contracts relating to the CEO's compensation, in each case as, when and if appropriate, and (e) any special or supplemental benefits. In evaluating and determining CEO compensation, the Committee shall consider the results of the most recent stockholder advisory vote on executive compensation required by Section 14A of the Exchange Act. In determining the long-term incentive component of CEO compensation, if any, the Committee may consider the Company's performance and relative stockholder return, the value of similar incentive awards to Chief Executive Officers at comparable companies, and the awards given to the CEO in past years.

4. Annually review publicly available data for the investment management and financial services industry to assess the competitiveness of the CEO's base salary, annual cash incentives and long-term incentives.

Review and Approve Other Executive Officer Compensation

5. Annually review and approve, with participation of the CEO and other Company management, the compensation of the Company's executive officers, including the corporate goals, objectives and other key performance measures relevant to the compensation of those executive officers who participate in the Company's incentive compensation and equity-based compensation plans and evaluate such officers' performance in light of those established measures. The executive officers' compensation includes, but is not limited to, (a) the annual base salary level, (b) the annual cash incentive opportunity level, (c) the long-term incentive opportunity level, including equity-based compensation, (d) employment agreements, severance arrangements, change in control agreements/provisions, and any other contracts relating to the executive officers' compensation, in each case as, when and if appropriate, and (e) any special or supplemental benefits. In evaluating and determining compensation, the Committee shall consider the results of the most recent stockholder advisory vote on executive compensation required by Section 14A of the Exchange Act.
6. Annually review publicly available data for the investment management and financial services industry to assess the competitiveness of the executive officers' annual base salaries, annual cash incentives and long-term incentives.

Review the Company's Incentive Compensation and Other Equity-Based Compensation Plans

7. Review, adopt, amend, take certain actions contemplated by, and provide oversight with respect to, the Company's incentive compensation and other equity-based compensation plans, including, but not limited to, (a) approving option and restricted stock guidelines and general size of overall awards, (b) approving awards, (c) modifying or canceling existing awards, (d) approving employees eligible to participate in the plans, and (e) imposing limitations, restrictions and conditions upon awards.

8. Monitor awards made under the Company's incentive compensation and other equity-based compensation plans for compliance with any restrictions placed thereon by the plans, the Committee, the Board or any laws, rules or regulations.

Review Director Compensation

9. Annually review the compensation of the Company's outside directors and recommend any changes to the Board.
10. Periodically review publicly available data for the investment management and financial services industry to assess the competitiveness of the directors' compensation.

Report on Executive Compensation

11. Annually review and approve the discussion and analysis to be included in the Compensation Discussion and Analysis (the "CD&A") required by federal securities rules and regulations for inclusion in the Company's annual report or proxy statement.
12. Annually review and discuss with Company management the CD&A, and based on such review and discussion, determine whether to recommend to the Board that the CD&A be included in the Company's annual report or proxy statement.
13. Annually issue and sign a report on executive compensation as required by federal securities rules and regulations for inclusion in the Company's annual report or proxy statement.

People, Culture and Leadership

14. Review and discuss with management the Company's strategies and activities related to employees, including the attraction, motivation, development and retention of employees, corporate culture, leadership effectiveness, and diversity and inclusion initiatives.
15. Review and discuss with management the Company's philosophy, objectives, policies, strategies, and programs for compensation and benefits across the organization.

Other Committee Responsibilities and Clarification of Role

16. Fulfill any other responsibilities that may be assigned to the Committee by the Board from time to time.
17. Nothing in this Charter will, or will be deemed to, decrease or modify in any manner adverse to any member of the Committee, such member's right to rely on statements and certifications made by the Company's officers, employees, agents, counsel, experts and auditors.

18. Nothing in this Charter will, or will be deemed to, adversely affect in any manner the rights of members of the Committee to indemnification and advancement of expenses under the Certificate of Incorporation or Bylaws of the Company or under any contract, agreement, arrangement or understanding benefiting such member.
19. Notwithstanding any other provision of this Charter, no provision of this Charter will, except to the extent required by applicable law, rule or regulation, be construed to create any duty or obligation on the part of the Committee or any of its members or to increase their liability.

Appoint Subcommittees

20. Appoint subcommittees for any purpose that the Committee deems appropriate and delegate to such subcommittees such power and authority as the Committee deems appropriate. Notwithstanding the foregoing, (a) no subcommittee shall consist of fewer than two members, and (b) the Committee shall not delegate to a subcommittee any power or authority required by any law, regulation or listing standard to be exercised by the Committee as a whole.

V. PERFORMANCE EVALUATION; CHARTER REVIEW

The Committee shall conduct a self-evaluation of its performance annually and report to the Board the results of such self-evaluation. Further, the Committee shall periodically evaluate whether this Charter appropriately addresses the matters that are or should be within its scope and report to the Board the results of such Charter review, including any recommended amendments to this Charter.

VI. INVESTIGATIONS AND STUDIES; COMPENSATION ADVISERS

The Committee may conduct and authorize investigations into or studies of matters within the scope of the Committee's authority and responsibilities.

The Committee may, in its sole discretion, retain or obtain the advice of a compensation consultant, independent legal counsel or other adviser (each, a "Compensation Adviser"), after considering all factors relevant to the Compensation Adviser's independence, including the factors prescribed by the applicable NYSE listing standards. The Committee shall also evaluate whether any Compensation Adviser retained or to be retained by it has any conflict of interest in accordance with Item 407(e)(3) of Reg S-K and if there is a conflict, ensure disclosure of such conflict of interest. The Committee shall be directly responsible for the appointment, compensation, termination and oversight of the work of any Compensation Adviser retained by the Committee. The Company must provide appropriate funding, as determined by the Committee, for payment of compensation to a Compensation Adviser retained by the Committee.