

3 February 2014
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AFH FINANCIAL GROUP PLC
("AFH" or the "Company")

Directors' Interests

AFH has been notified that on 30 January 2014, Alan Hudson, Chairman and Chief Executive of the Company, sold 80,000 ordinary shares of 10p each in the Company ("Ordinary Shares") to Toby Denne, a non-executive Director of the Company, at a price of 125p per share. On 31 January 2014, Alan Hudson sold a further 60,000 Ordinary Shares, also at a price of 125p per share, in order to maintain liquidity in the Company's shares.

Following this transaction, Alan Hudson and Toby Denne are respectively interested in 9,398,322 and 80,000 Ordinary Shares, representing 54.91 per cent and 0.47 per cent respectively of the Company's issued share capital of 17,114,508 Ordinary Shares.

The Directors of AFH Financial Group PLC are responsible for the contents of this announcement.

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