

9 June 2011

AFH FINANCIAL GROUP PLC
("AFH" or the "Company")

ADMISSION TO PLUS

Introduction

The directors of AFH are pleased to announce that the Company has applied for its issued ordinary shares of 10p each ("Ordinary Shares") to be admitted to trading on the PLUS-quoted Market of PLUS Stock Exchange plc. It is expected that admission will become effective and dealings in the Ordinary Shares will commence on 23 June 2011.

Information on AFH

AFH was founded by Chartered Financial Planner, Alan Hudson, in 1990. AFH is a specialist IFA serving the mass affluent and high net worth market, focussed on providing unbiased advice on a comprehensive range of financial products. AFH's advisory services encompass discretionary and advisory investment management, pensions, tax and financial planning, mortgages and life cover. The Company is based in Bromsgrove, Worcestershire, and currently has approximately 50 financial advisers, making it one of the largest financial advisory practices in the Midlands. Although it is based in the Midlands, AFH advises clients across the UK.

In the 9 months ended 31 October 2010, AFH Independent Financial Services Limited, AFH's principal operating subsidiary, made a profit before taxation of £525,850 on revenues of £3,601,276.

Since its formation, AFH has grown organically and through a number of strategic acquisitions. The Directors intend to use the Company's existing platform and its status as a company traded on the PLUS-quoted Market to capitalise on available opportunities and continue its growth.

Subscription

Conditional on admission to the PLUS-quoted Market, the Company is proposing to raise up to £1,487,000 (gross of expenses) by the issue of 1,858,750 Ordinary Shares to certain shareholders and other investors at a price of 80p per share. The proceeds of this subscription will be used to provide additional working capital for AFH and to finance acquisitions.

Directors

The Directors of the Company are as follows:

Alan Hudson (Chairman and Chief Executive Officer) (aged 52)

Alan Hudson (A.P.F.S) is a Chartered Financial Planner and has considerable financial planning and investment management experience. He founded AFH in 1990 but more latterly, the principal operating business, AFH Independent Financial Services, in 2002. Prior to founding AFH, Alan ran the Birmingham regional office of Target Life.

John Wheatley (Finance Director) (aged 60)

John qualified as a Chartered Accountant in 1974 with Peat Marwick Mitchell. After a three year period working as finance director of a small packaging manufacturer in West Bromwich he returned to the profession and became a partner in the Midlands Region of KPMG in 1985. He has had extensive experience of working with private companies in a wide range of industries. He left KPMG at the end of 1998 to set up his own practice. He holds a number of non-executive directorships in public and private companies.

Toby Denne (Non-executive Director) (aged 50)

Toby has over 25 years' experience as a financial services professional and has a strong knowledge of financial markets and investment products in both the institutional and retail sectors. Until January 2011, Toby was a director of Allium Capital Limited, which he co-founded in 2009 to help IFA firms build and launch their own fund management companies, thereby becoming more vertically integrated and enhancing their investment proposition. Prior to founding Allium Capital Limited, Toby was the director of Relationship Management at Octopus Investments Limited. Toby is currently engaged in raising expansion capital for a company developing 'sports gaming' software and is also a non-executive director of Flight Calibration Services Limited and Texture Restaurants Limited.

Additional Information

If the Subscription is fully taken up, the Company will have an issued share capital of 13,758,750 Ordinary Shares at admission.

The Company will be classified under the General Financial sector.

Copies of the Company's Admission Document will be available free of charge during normal business hours on any day (Saturdays, Sundays and public holidays excepted) from the offices of the Company's PLUS Corporate Adviser, St Helens Capital Partners LLP, 223a Kensington High Street, London W8 6SG, for a period of one month from admission.

End.