

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARESⁱ

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached: ⁱⁱ	ADVFN PLC
2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>
3. Full name of person(s) subject to the notification obligation: ⁱⁱⁱ	Mr Zack Keinan Shellhouse Limited Sweet Sky Limited
4. Full name of shareholder(s) (if different from 3.): ^{iv}	
5. Date of the transaction and date on which the threshold is crossed or reached: ^v	13 th , 16 th , 17 th March 2015
6. Date on which issuer notified:	17 th March 2015
7. Threshold(s) that is/are crossed or reached: ^{vi, vii}	24%

8. Notified details:

A: Voting rights attached to shares^{viii, ix}

Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction		
	Number of	Number of	Number of shares	Number of voting rights	% of voting rights ^x

	Shares	Voting Rights	Direct	Direct ^{xi}	Indirect ^{xii}	Direct	Indirect
Ordinary Shares	5,582,809	5,582,809	6,164,442	6,164,442	6,164,442		

B: Qualifying Financial Instruments

Resulting situation after the triggering transaction

Type of financial instrument	Expiration date ^{xiii}	Exercise/ Conversion Period ^{xiv}	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments

xv, xvi

Resulting situation after the triggering transaction

Type of financial instrument	Exercise price	Expiration date ^{xvii}	Exercise/ Conversion period ^{xviii}	Number of voting rights instrument refers to	% of voting rights ^{xix, xx}	
					Nominal	Delta

Total (A+B+C)

Number of voting rights	Percentage of voting rights
6,164,442	24.44%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:^{xxi}

The shares in ADVFN plc are held by Bank of New York (Nominees) Limited which is acting as nominee for The Bank of New York Mellon which is in turn acting as custodian on behalf of Sweet Sky Limited (15.25%) and Shellhouse Limited (9.19%). Sweet Sky Limited and Shellhouse Limited are each a controlled undertaking of Zack Keinan. Zack Keinan has no notification obligation other than as a result of being a controller of Sweet Sky Limited and Shellhouse Limited

Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14. Contact name:

Mr Zack Keinan

15. Contact telephone number:

00972 73 2844520 / 00972 37 642600