

Gebbia Gloria E  
 Form 4  
 December 27, 2017

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
 Gebbia Gloria E

2. Issuer Name and Ticker or Trading Symbol  
 SIEBERT FINANCIAL CORP  
 [SIEB]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction  
 (Month/Day/Year)  
 12/22/2017

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 10% Owner(1)(2)

C/O SIEBERT FINANCIAL  
 CORP., 120 WALL STREET

(Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

NEW YORK, NY 10005

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)          | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|---|
|  |                                      |  | Code V                         | Amount  | (A) or (D) Price  |  |   |
| Common Stock, \$0.01 par value per share | 12/22/2017                           |  | J(1)(2)                        | 2,292,800   | A<br>(1)<br>(2)   | D  |   |
| Common Stock, \$0.01 par value per share | 12/22/2017                           |  | J(1)(2)                        | 5,000,000<br>(1)  | D<br>(1)<br>(2)   | I  | See footnotes<br>(1) (2)                              |

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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Beneficially Owned (Instr. 6) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

**Reporting Owners**

| Reporting Owner Name / Address   | Relationships |           |         |                 |
|--|---------------|-----------|---------|-----------------|
|  | Director      | 10% Owner | Officer | Other           |
| Gebbia Gloria E<br>C/O SIEBERT FINANCIAL CORP.,<br>120 WALL STREET<br>NEW YORK, NY 10005 | X             | X         |         | 10% Owner(1)(2) |

**Signatures**

/s/ Gloria E.  
Gebbia  
12/27/2017

\*\*Signature of Reporting Person                      Date

**Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- Effective December 22, 2017, KCA completed a distribution to its members, pro-rata without consideration, of 5,000,000 shares of Issuer common stock. In addition, the reporting person gifted 157,000 of the shares received from KCA. Following the distribution and gifts, the
- (1) reporting person had direct ownership of 2,292,800 shares of Issuer common stock. Gloria E. Gebbia is the managing member of Kennedy Cabot Acquisition, LLC ("KCA") and therefore may be deemed to be the indirect beneficial owner of 16,142,220 shares of Issuer common stock directly owned by KCA. Cont'd in Footnote 2.
  - (2) Footnote 1 cont'd - The Reporting Person is a director of and has an ownership interest in StockCross Financial Services, Inc. ("StockCross") and may be deemed to share indirect beneficial ownership of 136,537 shares of Issuer common stock owned by

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StockCross. In addition, the Reporting Person may be deemed to share indirect beneficial ownership of 1,018,400 shares of Issuer common stock held by various members of the Gebbia family. The Reporting Person expressly disclaims beneficial ownership of the securities reported herein except to the extent of her pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.