

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

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

1. Name and Address of Reporting Person* B. Riley Financial, Inc.			2. Issuer Name and Ticker or Trading Symbol Arena Group Holdings, Inc. [AREN]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director <input checked="" type="checkbox"/> 10% Owner Officer (give title below) <input type="checkbox"/> Other (specify below) <input type="checkbox"/>		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 02/11/2022			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
11100 SANTA MONICA BLVD., SUITE 800			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street)	LOS ANGELES CA		90025					
(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, par value \$0.01 per share	02/11/2022		P		957,844	A	\$8.25	957,844	I	By B. Riley Securities, Inc. ⁽¹⁾⁽²⁾⁽³⁾
Common Stock, par value \$0.01 per share	02/11/2022		P		752,021	A	\$8.2426	752,021	D ⁽⁴⁾	
Common Stock, par value \$0.01 per share	02/11/2022		P		12,500	A	\$8.2488	12,500	I	By Bryant R. Riley, as UTMA custodian for Charlie Riley ⁽¹⁾⁽³⁾
Common Stock, par value \$0.01 per share	02/11/2022		P		12,500	A	\$8.2488	12,500	I	By Bryant R. Riley, as UTMA custodian for Eloise Riley ⁽¹⁾⁽³⁾
Common Stock, par value \$0.01 per share	02/11/2022		P		12,500	A	\$8.2488	12,500	I	By Bryant R. Riley, as UTMA custodian for Susan Riley ⁽¹⁾⁽³⁾
Common Stock, par value \$0.01 per share	02/11/2022		P		12,500	A	\$8.2488	12,500	I	By Bryant R. Riley, as UTMA custodian for Abigail Riley ⁽¹⁾⁽³⁾
Common Stock, par value \$0.01 per share	02/14/2022		P		10,200	A	\$8.199 ⁽⁵⁾	968,044	I	By B. Riley Securities, Inc. ⁽¹⁾⁽²⁾⁽³⁾
Common Stock, par value \$0.01 per share	02/14/2022		P		207,917	A	\$8.3352	959,938	D ⁽⁴⁾	
Common Stock, par value \$0.01 per share								3,433,532 ⁽⁶⁾⁽⁷⁾	I	By BRF Investments, LLC ⁽¹⁾⁽²⁾⁽³⁾

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 Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)													
1. Title of Derivative Series	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	V	(A) Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	(D) Date Exercisable (Month/Day/Year)	(B) Expiration Date (Month/Day/Year)	(8) Title and Amount of Securities (Common Stock, etc.) (Instr. 6)	(9) Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
Series H Preferred Stock, par value \$0.01 per share	\$0.33						08/19/2020	(8)	Common Stock, par value \$0.01 per share				
Series H Preferred Stock, par value \$0.01 per share	\$0.33						08/19/2021	(8)	Common Stock, par value \$0.01 per share		865	I	By BRF Investments, LLC ⁽¹⁾⁽²⁾⁽³⁾

1. Name and Address of Reporting Person*
B. Riley Financial, Inc.

(Last) (First) (Middle)
1100 SANTA MONICA BLVD., SUITE 800

(Street)
LOS ANGELES CA 90025

(City) (State) (Zip)

1. Name and Address of Reporting Person*
B. Riley Securities, Inc.

(Last) (First) (Middle)
1100 SANTA MONICA BLVD., SUITE 800

(Street)
LOS ANGELES CA 90025

(City) (State) (Zip)

1. Name and Address of Reporting Person*
B. RILEY PRINCIPAL INVESTMENTS, LLC

(Last) (First) (Middle)
1100 SANTA MONICA BLVD., SUITE 800

(Street)
LOS ANGELES CA 90025

(City) (State) (Zip)

1. Name and Address of Reporting Person*
BRF Investments, LLC

(Last) (First) (Middle)
1100 SANTA MONICA BLVD SUITE 800

(Street)
LOS ANGELES CA 90025

(City) (State) (Zip)

1. Name and Address of Reporting Person*
RILEY BRYANT R

(Last) (First) (Middle)
1100 SANTA MONICA BLVD., SUITE 800

(Street)
LOS ANGELES CA 90025

(City) (State) (Zip)

Explanation of Responses:

- This Form 4 is filed jointly by B. Riley Financial, Inc., a Delaware corporation ("BRF"), B. Riley Securities, Inc., a Delaware corporation ("BRS"), B. Riley Principal Investments, LLC, a Delaware limited liability company ("BRPI"), BRF Investments, LLC, a Delaware corporation ("BRFI"), and Bryant R. Riley.
- BRF is the parent company of BRS, BRPI and BRFI. As a result, BRF may be deemed to indirectly beneficially own the securities of The Arena Group Holdings, Inc. (the "Issuer") held of record by BRS, BRPI and BRFI. BRF expressly disclaims beneficial ownership of the securities of the Issuer reported herein held indirectly except to the extent of such Reporting Person's pecuniary interest therein.
- Bryant R. Riley, as Chief Executive Officer of BRCM and Chairman and Co-Chief Executive Officer of BRF, has voting power and dispositive power over the securities of the Issuer held of record by BRS,

BRPI and BRFI. As a result, Bryant R. Riley may be deemed to indirectly beneficially own the securities of the Issuer held of record by BRS, BRPI and BRFI. Bryant R. Riley expressly disclaims beneficial ownership of the securities of the Issuer reported herein held indirectly except to the extent of his pecuniary interest therein.

4. Represents shares held directly by Bryant R. Riley.

5. The price reported in Column 4 is a weighted average price. These shares were purchased in the secondary market in multiple transactions at prices ranging from \$8.15 to \$8.20, inclusive. The Reporting Persons undertakes to provide to the Commission, upon request, full information regarding the number of shares purchased at each separate price.

6. Reflects the reverse stock split of the Issuer's outstanding common stock at an assumed one-for-twenty-two (1-for-22) ratio effective on February 8, 2022 (the "Reverse Stock Split").

7. Includes 186,124 shares (or 4,094,708 pre-Reverse Stock Split shares) of common stock originally held by BRPI, and subsequently transferred to BRFI.

8. Subject to the conversion limitation described in the next sentence, the reported security is convertible into common stock of the Issuer at any time, and has no expiration date, but is subject to mandatory conversion on the fifth anniversary of the issuance date. The reported security is subject to a conversion limitation that prohibits the Issuer from effecting a conversion of the reported security into common stock if giving effect to the conversion would cause the holder to beneficially own (together with its affiliates or any "group" members) in excess of 4.99% of the common stock (or, upon notice by the holder, in excess of 9.99% of the common stock).

B. Riley Financial, Inc., by: /s/
Bryant R. Riley, Co-Chief 02/15/2022
Executive Officer

B. Riley Securities, Inc. by: /s/
Andrew Moore, Chief 02/15/2022
Executive Officer

B. Riley Principal Investments,
LLC by: /s/ Kenneth Young, 02/15/2022
Chief Executive Officer

BRF Investments, LLC., by: /s/
Phillip Ahn, Authorized 02/15/2022
Signatory

/s/ Bryant R. Riley 02/15/2022

** Signature of Reporting Person Date

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

* 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.