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EFFICIENT GROUP LIMITED

(Incorporated in the Republic of South Africa)

(Registration Number: 2006/036947/06)

Share Code: EFG ISIN: ZAE 000151841

("Efficient")

TRADING STATEMENT FOR THE YEAR ENDED 31 AUGUST 2012

In terms of the Listing Requirements of the JSE Limited ("JSE"), companies are required to publish a trading statement as soon as they are satisfied that a reasonable degree of certainty exists that the financial results for the period to be reported on next will differ by at least 20% from the financial results for the previous corresponding period.

EFG's headline loss per share ("HLPS") for the year ended 31 August 2012 is expected to be between 6.6 and 8.0 cents per share. That is between 14.4 and 15.8 cents lower than the 7.8 cents headline earnings per share ("HEPS") reported for the year ended 31 August 2011.

The company's loss per share ("LPS") for the year ended 31 August 2012 is expected to be between 18.3 and 22.4 cents per share. That is between 26.1 and 30.2 cents lower than the 7.8 cents earnings per share ("EPS") reported for the year ended 31 August 2011.

The loss per share for the year under review is as a result of costs relating to the company's investment in its brand and distribution network as well as the impairment of the company's minority interest in a stockbroker that also reported a loss for the period under review.

The information on which this trading statement has been based has not yet been reviewed or reported on by the company's auditors.

EFG's results for the year ended 31 August 2012 will be announced on SENS on or about 8 November 2012.

20 September 2012

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