

EFFICIENT FINANCIAL HOLDINGS LIMITED  
Incorporated in the Republic of South Africa  
(Registration number: 2006/036947/06)  
Share code: EFF  
ISIN: ZAE000133286  
("EFH")

TRADING STATEMENT FOR THE 6 MONTHS ENDING 28 FEBRUARY 2010

In terms of the Listing Requirements of the JSE Limited ("JSE") companies are required to publish a trading statement as soon as they become aware, with reasonable certainty, 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.

EFH's headline earnings per share ("HEPS") for the six months ending 28 February 2010 is expected to be between 2.7 cents and 3.2 cents per share ("forecast HEPS") compared to 11.7 cents per share for the six months ended 28 February 2009 ("comparative period").

Although the forecast HEPS is lower than that of the comparative period, it is expected to be between 1.6 cents and 2.1 cents higher than the HEPS achieved in the six months ended 31 August 2009.

The strong performance of the JSE in recent months is already impacting positively on EFH's results.

The financial information on which this trading statement is based has not been reviewed or reported on by EFH's auditors.

EFH's results for the six months ending 28 February 2010 will be announced on SENS on or about 31 March 2010.

22 January 2010

Sponsor  
Java Capital (Pty) Ltd