

Efficient Financial Holdings Limited
Incorporated in the Republic of South Africa
Registration nr: 2006/036947/06
Share code: EFF
ISIN: ZEA000133286
("EFH" or "the company")

DEALING IN SECURITIES

Dr Steve Booysen this week purchased shares in JSE-listed financial services company Efficient Financial Holdings (EFH). Following negotiations for a parcel of shares that became available earlier in the month, Dr Booysen concluded the transaction. "We are greatly encouraged by our non-executive chairman's vote of confidence in our business," said Managing Director Heiko Weidhase.

Shareholders are advised of the following information, relating to the off-market purchase of ordinary shares by a director of EFH:

Name of director: Dr Steve Booysen, a trustee and beneficiary of the STRB Lewende Trust, the entity which entered into the transaction:

Transaction date: 30 August 2010.

Detail of transaction:

| Number of shares | Price per share | Total value |
|------------------|-----------------|----------------|
| 1 813 977 | R2.50 | R 4 534 942.50 |
| 40 000 | R2.10 | R84 000.00 |
| 92 279 | R2.70 | R249 153.30 |

Nature and extent of interest: Indirect beneficial

Clearance to deal was received as required in terms of the JSE's Listings requirements.

30 August 2010

Sponsor
Java Capital