

EFFICIENT GROUP LIMITED
(formerly Efficient Financial Holdings Limited)
Incorporated in the Republic of South Africa
(Registration number: 2006/036947/06)
Share code: EFG
ISIN: ZAE000151841
("the Group")

DEALING IN SECURITIES

Shareholders of the Group are advised of the following information relating to the dealing in securities by non-executive directors Lungile Cele and Michael Giles, in their capacities as trustees of The Efficient Group Share Trust ("the Trust").

Transaction date:	11 July 2011
Class of securities:	Ordinary shares
Number of securities:	67 934
Price per security:	R2.20
Total value:	R149,454.80
Nature of transaction:	Off-market purchase
Nature and extent of directors' interest:	N/A (the directors are not beneficiaries of the Trust)
Clearance to deal received:	Yes

11 July 2011

Sponsor
Java Capital