

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 an executive director of a major subsidiary:

Name of director:	Harold Hopking
Name of company:	Efficient Select (Proprietary) Limited
Transaction date:	25 July 2011
Class of securities:	Ordinary shares
Number of securities:	5,107
Price per security:	R5.03
Total value:	R25,688.21
Nature of transaction:	Off-market purchase
Nature and extent of directors' interest:	Direct beneficial
Clearance to deal received:	Yes

4 August 2011

Sponsor
Java Capital