

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" or the "company")

#### DEALING IN SECURITIES

Pursuant to a sale agreement entered into between Jean-Pierre Felix Du Plessis, Harold Hopking, Heiko Weidhase and The Dawie Roodt Family Trust dated 8 February 2012 (the "Sale Agreement"), shareholders of the Group are advised of the following information relating to the dealing in securities by a director and an associate of a director and by a director of a major subsidiary:

Name of director:	Harold Hopking
Name of major subsidiary of the company:	Efficient Select (Proprietary) Limited
Transaction date:	8 February 2012
Class of securities:	Ordinary shares
Number of securities:	11 323
Price per security:	R1.75
Total value:	R19 815.25
Nature of transaction:	Off-market purchase under the sale agreement
Nature and extent of directors' interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	Heiko Weidhase
Name of company:	Efficient Group Limited
Transaction date:	8 February 2012
Class of securities:	Ordinary shares
Number of securities:	11 322
Price per security:	R1.75
Total value:	R19 813.50
Nature of transaction:	Off-market purchase under the sale agreement
Nature and extent of directors' interest:	Direct beneficial
Clearance to deal received:	Yes

Name of associate:	Dawie Roodt Family Trust
Name of director:	Dawie Roodt who is a trustee and beneficiary of Dawie Roodt Family Trust
Name of company:	Efficient Group Limited
Transaction date:	8 February 2012
Class of securities:	Ordinary shares
Number of securities:	11 322
Price per security:	R1.75
Total value:	R19 813.50
Nature of transaction:	Off-market purchase under the sale agreement
Nature and extent of associates' interest:	Direct beneficial

10 February 2012

Sponsor  
Java Capital