

**EFFICIENT GROUP LIMITED**

(Incorporated in the Republic of South Africa)

(Registration Number: 2006/036947/06)

JSE share code: EFG ISIN: ZAE 000151841

("EFG")

DEALINGS IN SECURITIES BY DIRECTORS, THE COMPANY SECRETARY AND DIRECTORS OF MAJOR SUBSIDIARIES OF EFG

Shareholders are advised of the following information relating to the offer to directors, the company secretary and directors of major subsidiaries of EFG (jointly hereinafter referred to as "**the Participants**") to purchase shares under the Efficient Group Share Incentive Trust which makes provision for a share purchase scheme in terms of which the shares shall be released to the Participants upon payment of the purchase price and in three equal tranches on the first, second and third anniversary of the acceptance of the offer ("**Share Purchase Scheme**"):

Name of director:	H Weidhase
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	96 465
Option strike price:	R1.53
Total value of transaction:	R147 591.45
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	D Roodt
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	175 585
Option strike price:	R1.53
Total value of transaction:	R268 645.05
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of director's interest:	Direct beneficial

Name of director:	A De Klerk
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	129 032
Option strike price:	R1.53
Total value of transaction:	R197 418.96
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	P Hewett
Name of subsidiary company:	Efficient Financial Services Limited
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	179 500
Option strike price:	R1.53
Total value of transaction:	R274 635.00
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	D Gill
Name of subsidiary company:	Efficient Collective Investments Proprietary Limited
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	65 789
Option strike price:	R1.53
Total value of transaction:	R100 657.17
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of company secretary:	R Barnard
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	129 032
Option strike price:	R1.53
Total value of transaction:	R197 418.96
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of company secretary's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	L Levy
Name of subsidiary company:	Efficient Select Proprietary Limited
Transaction date:	21 August 2013
Class of securities:	Share options in respect of ordinary shares
Number of securities:	300 000
Option strike price:	R1.53
Total value of transaction:	R459 000.00
Nature of transaction:	Off-market acceptance of shares offered in terms of the Share Purchase Scheme
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

21 August 2013

Sponsor

JAVACAPITAL