



EFFICIENT GROUP LIMITED

(Incorporated in the Republic of South Africa)
(Registration Number: 2006/036947/06)
JSE share code: EFG ISIN: ZAE000151841
("the company" or "Efficient")

DEALINGS IN SECURITIES BY DIRECTORS, DIRECTORS OF MAJOR SUBSIDIARIES, THE COMPANY SECRETARY AND ASSOCIATES OF DIRECTORS OF EFFICIENT – RIGHTS OFFER

Shareholders are advised that pursuant to the rights offer undertaken by Efficient, which closed on Friday, 4 April 2014, the following directors of Efficient and their associates have followed their rights and, in some instances, have applied for excess rights, as a result of which they have purchased the number of ordinary shares indicated against their names below:

Name of director:	Dawie Roodt
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	1 334 582
Price per security:	R1.60
Total value of transaction:	R2 135 331.20
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of associate:	Dawie Roodt Family Trust
Name of director and relationship to director:	Dawie Roodt, who is a trustee and beneficiary of the Dawie Roodt Family Trust
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	171 314
Price per security:	R1.60
Total value of transaction:	R 274 102.40
Nature of transaction:	Off-market
Nature and extent of director's interest:	Indirect beneficial

Name of director:	Heiko Weidhase
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	1 503 794
Price per security:	R1.60
Total value of transaction:	R2 406 070.40
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of associate:	Ekaterina Weidhase
Name of director:	Heiko Weidhase
Relationship to director:	Wife
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	656 712
Price per security:	R1.60
Total value of transaction:	R1 050 739.20
Nature of transaction:	Off-market
Nature and extent of director's interest:	Not applicable

Name of associate:	Alexandra Weidhase
Name of director:	Heiko Weidhase
Relationship to director:	Daughter
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	199
Price per security:	R1.60
Total value of transaction:	R318.40
Nature of transaction:	Off-market
Nature and extent of director's interest:	Not applicable

Name of director:	Anton de Klerk
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	154 074
Price per security:	R1.60
Total value of transaction:	R246 518.40
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of associate:	STRB Lewende Trust
Name of director and relationship to director:	Steve Booysen, who is a trustee and a beneficiary of the STRB Lewende Trust
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	919 822
Price per security:	R1.60
Total value of transaction:	R1 471 715.20
Nature of transaction:	Off-market
Nature and extent of director's interest:	Indirect beneficial

Name of associate:	RW Trust
Name of director and relationship to director:	Robert Walton, who is a trustee and a beneficiary of the RW Trust
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	3 546 227
Price per security:	R1.60
Total value of transaction:	R5 673 963.20
Nature of transaction:	Off-market
Nature and extent of director's interest:	Indirect beneficial

Name of associate:	Trustee Board Investments (Pty) Ltd
Names of directors and relationship to directors:	Abrie du Preez and Thys du Preez, who are directors of Trustee Board Investments (Pty) Ltd, a major shareholder of EFFICIENT
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	3 722 287
Price per security:	R1.60
Total value of transaction:	R5 955 659.20
Nature of transaction:	Off-market
Nature and extent of director's interest:	Indirect beneficial

Name of company secretary:	Rudi Barnard
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	42 807
Price per security:	R1.60
Total value of transaction:	R68 491.20
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	Joe Rosen
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	3 081
Price per security:	R1.60
Total value of transaction:	R4 929.60
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial
Clearance to deal received:	Yes

Name of director:	T Chivizhe
Name of subsidiary company:	Boutique Investment Partners (Pty) Ltd
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	830
Price per security:	R1.60
Total value of transaction:	R1 328.00
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial

Name of director:	Luis Levy
Name of subsidiary company:	Efficient Select (Pty) Ltd
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	232 476
Price per security:	R1.60
Total value of transaction:	R371 961.60
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial

Name of director:	Peter Hewett
Name of subsidiary company:	Efficient Financial Services (Pty) Ltd
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	278 316
Price per security:	R1.60
Total value of transaction:	R445 305.60
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial

Name of director:	Debra Gill
Name of subsidiary company:	Boutique Collective Investments (Pty) Ltd
Transaction date:	7 April 2014
Class of securities:	Ordinary shares
Number of securities:	21 541
Price per security:	R1.60
Total value of transaction:	R34 465.60
Nature of transaction:	Off-market
Nature and extent of director's interest:	Direct beneficial

8 April 2014

Sponsor

