

Blue Label Telecoms Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU ISIN: ZAE000109088
("Blue Label" or "the company")

In compliance with Rules 3.63 – 3.66 of the JSE Listing Requirements, the following information is disclosed:

Company: Blue Label Telecoms Ltd
Director: Mr M Levy
Date of vesting: 1 September 2013
Number of shares: 433,576
Market value: R8.75
Total value: R3,793,790
Nature of transaction: Nil cost vesting of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Director: Mr B Levy
Date of vesting: 1 September 2013
Number of shares: 433,576
Market value: R8.75
Total value: R3,793,790
Nature of transaction: Nil cost vesting of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Director: Mr M Pamensky
Date of vesting: 1 September 2013
Number of shares: 365,531
Market value: R8.75
Total value: R3,198,396.25
Nature of transaction: Nil cost vesting of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Director: Mr D Rivkind
Date of vesting: 1 September 2013
Number of shares: 189,037
Market value: R8.75
Total value: R1,654,073.75
Nature of transaction: Nil cost vesting of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr D Suntut
Date of vesting: 1 September 2013
Number of shares: 189,037
Market value: R8.75
Total value: R1,654,073.75
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr S Kaplan
Date of vesting: 1 September 2013
Number of shares: 146,507
Market value: R8.75
Total value: R1,281,936.25
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr S Diamond
Date of vesting: 1 September 2013
Number of shares: 175,368
Market value: R8.75
Total value: R1,534,470
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr A Rantao
Date of vesting: 1 September 2013
Number of shares: 20,227
Market value: R8.75
Total value: R176,986.25
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr J Mogane
Date of vesting: 1 September 2013
Number of shares: 17,353
Market value: R8.75
Total value: R151,839.75
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market

Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Dr A Roussos
Date of vesting: 1 September 2013
Number of shares: 102,809
Market value: R8.75
Total value: R899,578.75
Nature of transaction: Nil cost vesting of Once-Off Retention Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Sandton
2 September 2013

Sponsor:
Investec Bank Limited