

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

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

Company: Blue Label Telecoms Limited
Director: Mr M Pamensky

Date of sale: 01 October 2013
Number of shares: 265 531
Price per share: R7.88
Total value: R2 092 384.28

Date of sale: 02 October 2013
Number of shares: 100 000
Price per share: R7.83
Total value: R783 000.00

Nature of transaction: On-market sale of shares
Class of shares: Ordinary shares
Nature of interest: Direct beneficial
Clearance given: Yes in accordance with the JSE Listings Requirements

Sandton
03 October 2013

Sponsor:
Investec Bank Limited