

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 3.64(e) of the JSE Listing Requirements, the following shares in terms of the Blue Label Forfeitable Share Plan were accepted on Friday, 6 September 2013.

Company: Blue Label Telecoms Ltd
Director: Mr M Levy
Number of shares: 271,883
Total deemed value: R2 378 976,25
Nature of transaction: Nil cost allocation 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
Number of shares: 271,883
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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
Number of shares: 229,214
Total deemed value: R2 005 622,50
Nature of transaction: Nil cost allocation 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
Number of shares: 118,540
Total deemed value: R1 037 225,00
Nature of transaction: Nil cost allocation 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
Company Secretary: Ms J van Eden
Number of shares: 23,657
Total deemed value: R206 998,75
Nature of transaction: Nil cost allocation 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
Number of shares: 118,540
Total deemed value: R1 037 225,00
Nature of transaction: Nil cost allocation 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 S Kaplan
Number of shares: 91,871
Total deemed value: R803 871,25
Nature of transaction: Nil cost allocation 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 S Diamond
Number of shares: 109,968
Total deemed value: R962 220,00
Nature of transaction: Nil cost allocation 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 A Rantao
Number of shares: 13,301
Total deemed value: R116 383,75
Nature of transaction: Nil cost allocation 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 J Mogane
Number of shares: 11,510
Total deemed value: R100 712,50
Nature of transaction: Nil cost allocation 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 Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Dr A Roussos
Number of shares: 74,877
Total deemed value: R655 173,75
Nature of transaction: Nil cost allocation 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 Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr W van Reenen
Number of shares: 43,367
Total deemed value: R379 461,25
Nature of transaction: Nil cost allocation 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 Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr W Klucznik
Number of shares: 37,029
Total deemed value: R324 003,75
Nature of transaction: Nil cost allocation 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 Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Ms A Ngwenya
Number of shares: 11,281
Total deemed value: R98 708,75
Nature of transaction: Nil cost allocation of Forfeitable Share Awards02.3
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
10 September 2013

Sponsor:
Investec Bank Limited