

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: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr SR Diamond  
Date of sale: 11 September 2013  
Number of shares: 175,368  
Price per share: R8.3513  
Total value: R1,464,550.77  
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

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr S Kaplan  
Date of sale: 11 September 2013  
Number of shares: 146,507  
Price per share: R8.3506  
Total value: R1,223,421.35  
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

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr G Rantao  
Date of sale: 11 September 2013  
Number of shares: 20,227  
Price per share: R8.35  
Total value: R168,895.45  
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

Company: Blue Label Telecoms Limited  
Director: Mr DB Rivkind  
Date of sale: 11 September 2013  
Number of shares: 189,037  
Price per share: R8.35  
Total value: R1,578,458.95  
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

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label  
Director: Dr A Roussos  
Date of sale: 13 September 2013  
Number of shares: 102,809  
Price per share: R8.01  
Total value: R823,500.09  
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

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label  
Director: Ms A Ngwenya  
Date of sale: 13 September 2013  
Number of shares: 16,114  
Price per share: R8.01  
Total value: R129,073.14  
Nature of transaction: On-market sale of shares  
Class of shares: Ordinary shares (Nil cost vested shares of Forfeitable Share Awards)  
Nature of interest: Direct beneficial  
Clearance given: Yes in accordance with the JSE Listings Requirements

Sandton  
13 September 2013  
Sponsor:  
Investec Bank Limited