

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 Wednesday, 3 September 2014.

Company: Blue Label Telecoms Ltd
Director: Mr M Levy
Number of shares: 283,339
Total deemed value: R2 521 717.10
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: 283,339
Total deemed value: R2 521 717.10
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 M Pamensky
Number of shares: 238,872
Total deemed value: R2 125 960.80
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 Suntup
Number of shares: 150,067
Total deemed value: R1 335 596.30
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: 24,654
Total deemed value: R219 420.60
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: 93,032
Total deemed value: R827 984.80
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: 111,359
Total deemed value: R991 095.10
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: 14,252
Total deemed value: R126 842.80
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: 11,966
Total deemed value: R106 497.40
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 A Murray
Number of shares: 48,539
Total deemed value: R431 997.10
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: 49,262
Total deemed value: R438 431.80
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: 39,317
Total deemed value: R349 921.30
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: 11,759
Total deemed value: R104 655.10
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

Sandton
04 September 2014

Sponsor:
Investec Bank Limited