

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")

Dealings in securities by a director of a major subsidiary

In compliance with paragraph 3.63 – 3.67 of the JSE Listing Requirements, the following information, is disclosed:

Name	:	Mr AP Murray
Position	:	Chief Information Officer of Blue Label Telecoms Limited
Company name	:	Director of Blue Label Distribution Proprietary Limited, a major subsidiary of Blue Label Telecoms Limited
Date of transaction	:	24 August 2015
Number of shares	:	90
Price of shares	:	R9.30
Value of transaction	:	R837
Number of shares	:	3,410
Price of shares	:	R9.31
Value of transaction	:	R31,747
Class of shares	:	Ordinary shares
Nature of transaction	:	On-market disposal of shares
Nature of interests:		Direct beneficial
Clearance to deal:		Obtained in accordance with JSE Listings Requirements

Sandton
27 August 2015

Sponsor:
Investec Bank Limited