

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")

NOTICE OF DEALINGS IN SECURITIES IN TERMS OF PARAGRAPHS 3.63 TO 3.74 OF THE JSE LIMITED LISTINGS REQUIREMENTS

In compliance with paragraph 3.63 – 3.74 of the JSE Listing Requirements, the following information, is disclosed:

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Ms T Read
Nature of transactions: Sale of ordinary shares on-market
Nature of interests: Direct beneficial
Date of transaction: 1 September 2015
Number of shares: 21 843
Price of shares: R9,9477
Total value: R217 287.61
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr W van Reenen
Nature of transactions: Sale of ordinary shares on-market
Nature of interests: Direct beneficial
Date of transaction: 1 September 2015
Number of shares: 57 937
Price of shares: R9,9401
Total value: R575 899.57
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Ms A Ngwenya
Nature of transactions: Sale of ordinary shares on-market
Nature of interests: Direct beneficial
Date of transaction: 2 September 2015
Number of shares: 13 198
Price of shares: R9,7721
Total value: R128 972.16
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Sandton
3 September 2015

Sponsor:
Investec Bank Limited