

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:	The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director:	Mr S Kaplan
Nature of transactions:	Sale of ordinary shares on-market
Nature of interests:	Direct beneficial
Date of transaction:	11 September 2015
Number of shares:	113 020
Price of shares:	R9,4718
Total value:	R1,070,502.84
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Company:	The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director:	Mr SR Diamond
Nature of transactions:	Sale of ordinary shares on-market
Nature of interests:	Direct beneficial
Date of transaction:	11 September 2015
Number of shares:	135 284
Price of shares:	R9,3978
Total value:	R1,271,371.98
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Company:	Blue Label Telecoms Limited
Director:	Mr MV Pamensky
Nature of transactions:	Sale of ordinary shares on-market
Nature of interests:	Direct beneficial
Date of transaction:	11 September 2015
Number of shares:	281 982
Price of shares:	R9,33
Total value:	R2,630,892.06
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Sandton
15 September 2015

Sponsor:
Investec Bank Limited