

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")

NOTIFICATION IN TERMS OF SECTION 122(3) OF THE COMPANIES ACT AND SECTION 3.83(b) OF THE JSE LISTINGS REQUIREMENTS

In accordance with section 122(3)(b) of the Companies Act, 71 of 2008 ("the Act"), and section 3.83(b) of the JSE Listing Requirements, holders of ordinary shares in the Company are advised that Regarding Capital Management (Pty) Ltd, has acquired a beneficial interest in the ordinary shares of the Company ("the securities"), such that all its beneficial interests of the securities of the Company amounts to 5,1% of the total number of shares in issue.

Blue Label hereby confirms that it has received the required notice from Regarding Capital Management (Pty) Ltd in terms of Section 122(1) of the Act. As required in terms of section 122(3) (a) of the Act, Blue Label has filed the required notice with the Takeover Regulation Panel.

10 June 2013

Sponsor: Investec Bank Limited