

Blue Label Telecoms Limited  
(Incorporated in the Republic of South Africa)  
(Registration number 2006/022679/06)  
Share code: BLU ISIN: ZAE000109088  
("Blue Label")

## RESIGNATION AND APPOINTMENT OF NEW FINANCIAL DIRECTOR

The board of Blue Label advises that David Rivkind has resigned as the company's financial director and that his resignation will take effect from 14 November 2013, being the date on which his employment contract expires.

David decided to resign to enable him to pursue other opportunities. David has made an outstanding contribution to Blue Label and its stakeholders. The board both respects and appreciates the unwavering commitment and skill which David has invested and demonstrated in the performance of his duties.

Dean Suntup has been the financial director of The Prepaid Company since 2005. Dean has been a leading member of Blue Label's finance team from inception and has been an invitee at every audit, risk and compliance committee meeting of the company since its listing. Dean has always been earmarked as David's successor to assume the position of financial director of the group. The board has every confidence that Dean will step into David's shoes and will acquit himself with the same distinction and competence as David has done.

Dean's appointment as financial director of the group will take effect from 14 November 2013, concurrently with David's resignation.

Sandton  
01 October 2013  
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