

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 A Ngwenya  
Nature of transactions: Sale of ordinary shares on-market  
Nature of interests: Direct beneficial  
Date of transaction: 20 October 2016  
Number of shares: 11,281  
Price of shares: R21-50  
Total value: R242,541-50  
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 Klucznik  
Nature of transactions: Sale of ordinary shares on-market  
Nature of interests: Direct beneficial  
Date of transaction: 24 October 2016  
Number of shares: 37,029  
Price of shares: R21-15  
Total value: R783,163-35  
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 A Rantao  
Nature of transactions: Sale of ordinary shares on-market  
Nature of interests: Direct beneficial  
Date of transaction: 24 October 2016  
Number of shares: 13,301  
Highest Price: R21,30  
Lowest Price: R21,15  
Volume Weighted Average Price: R21.19  
Total value: R281,848-19  
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Sandton  
24 October 2016

Sponsor:  
Investec Bank Limited