

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")

In compliance with Rules 3.64(e) of the JSE Listing Requirements, the following shares in terms of the Blue Label Forfeitable Share Plan were accepted on Tuesday, 05 September 2017.

Company: Blue Label Telecoms Ltd
Director: Mr M Levy
Number of shares: 163,970
Total deemed value: R3,031,805-30
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Director: Mr B Levy
Number of shares: 163,970
Total deemed value: R3,031,805-30
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Director: Mr D Suntup
Number of shares: 86,845
Total deemed value: R1,605,764-05
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Telecoms Ltd
Company Secretary: Ms J van Eden
Number of shares: 14,267
Total deemed value: R263,796-83
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr S Kaplan
Number of shares: 53,838
Total deemed value: R995,464-62
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr S Diamond
Number of shares: 64,444
Total deemed value: R1,191,569-56
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr A Rantao
Number of shares: 8,209
Total deemed value: R151,784-41
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr J Mogane
Number of shares: 6,878
Total deemed value: R127,174-22
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr A Murray
Number of shares: 29,775
Total deemed value: R550,539-75
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr W McCauley
Number of shares: 46,241
Total deemed value: R854,996-09
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr B Hirsch
Number of shares: 28,058
Total deemed value: R518,792-42
Deemed value per share: R18.49
Nature of transaction: Nil cost allocation of Forfeitable Share Awards
Class of shares: Ordinary shares
Nature of interest: Direct beneficial, Off-Market
Clearance given: Yes in accordance with the terms and conditions of the awards

Sandton
05 September 2017

Sponsor:
Investec Bank Limited