

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 Wednesday, 05 September 2018.

Company: Blue Label Company (Pty) Ltd  
Director: Mr M Levy  
Number of shares: 448843  
Total deemed value: R3,213,715-88  
Deemed value per share: R7.16  
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 Company (Pty) Ltd  
Director: Mr B Levy  
Number of shares: 448843  
Total deemed value: R3,213,715-88  
Deemed value per share: R7.16  
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 D Suntup  
Number of shares: 237725  
Total deemed value: R1,702,111-00  
Deemed value per share: R7.16  
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 Company (Pty) Ltd  
Company Secretary: Ms J van Eden  
Number of shares: 39055  
Total deemed value: R279633-80  
Deemed value per share: R7.16  
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: 176405  
Total deemed value: R1,263,059-80  
Deemed value per share: R7.16  
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: 22443  
Total deemed value: R160691-88  
Deemed value per share: R7.16  
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: 18791  
Total deemed value: R134543-56  
Deemed value per share: R7.16  
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: 81506  
Total deemed value: R583582-96  
Deemed value per share: R7.16  
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: 126578  
Total deemed value: R906298-48  
Deemed value per share: R7-16  
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: 76805  
Total deemed value: R549923-80  
Deemed value per share: R7.16  
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 D Rama  
Number of shares: 33942  
Total deemed value: R243024-72  
Deemed value per share: R7.16  
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: Ms S Naicker  
Number of shares: 39661  
Total deemed value: R283972-76  
Deemed value per share: R7.16  
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 2018

Sponsor:  
Investec Bank Limited