

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 3.63 – 3.74 of the JSE Listing Requirements, the following information is disclosed:

Company: Blue Label Telecoms Ltd
Director: Mr MS Levy
Date of vesting: 18 October 2016
Number of shares: 271,883
Market value: R20.75
Total value: R5,641,572.25
Nature of transaction: Nil cost vesting 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

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Company: Blue Label Telecoms Ltd
Director: Mr DA Suntup
Date of vesting: 18 October 2016
Number of shares: 118,540
Market value: R20.75
Total value: R2,459,705
Nature of transaction: Nil cost vesting 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: Ms J van Eden
Date of vesting: 18 October 2016
Number of shares: 23,657
Market value: R20.75
Total value: R490,882.75
Nature of transaction: Nil cost vesting 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
Date of vesting: 18 October 2016
Number of shares: 91,871
Market value: R20.75
Total value: R1,906,323.25
Nature of transaction: Nil cost vesting 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
Date of vesting: 18 October 2016
Number of shares: 109,968
Market value: R20.75
Total value: R2,281,836
Nature of transaction: Nil cost vesting 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
Date of vesting: 18 October 2016
Number of shares: 13,301
Market value: R20.75
Total value: R275,995.75
Nature of transaction: Nil cost vesting 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
Date of vesting: 18 October 2016
Number of shares: 11,510
Market value: R20.75
Total value: R238,832.50
Nature of transaction: Nil cost vesting 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 A Ngwenya
Date of vesting: 18 October 2016
Number of shares: 11,281
Market value: R20.75
Total value: R234,080.75
Nature of transaction: Nil cost vesting 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 van Reenen
Date of vesting: 18 October 2016
Number of shares: 43,367
Market value: R20.75
Total value: R899,865.25
Nature of transaction: Nil cost vesting 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 Klucznik
Date of vesting: 18 October 2016
Number of shares: 37,029
Market value: R20.75
Total value: R768,351.75
Nature of transaction: Nil cost vesting 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
20 October 2016

Sponsor:
Investec Bank Limited