

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, 19 October 2016.

Company: Blue Label Telecoms Ltd
Director: Mr M Levy
Number of shares: 137,194
Deemed price R20.75
Total deemed value: R2 846 775.50
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: 137,194
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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: 72,663
Deemed price R20.75
Total deemed value: R1 507 757.25
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: 11,937
Deemed price R20.75
Total deemed value: R247 692.75
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: 45,046
Deemed price R20.75

Total deemed value: R934 704.50
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: 53,920
Deemed price: R20.75
Total deemed value: R1 118 840
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: 6,879
Deemed price: R20.75
Total deemed value: R142 739.25
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: 5,767
Deemed price: R20.75
Total deemed value: R119,665.25
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: 24,913
Deemed price: R20.75
Total deemed value: R516 944.75
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 van Reenen
Number of shares: 30,188
Deemed price: R20.75
Total deemed value: R626 401
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 Klucznik
Number of shares: 20,034
Deemed price: R20.75
Total deemed value: R415 705.50
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 A Ngwenya
Number of shares: 5,898
Deemed price: R20.75
Total deemed value: R122 383.50
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
20 October 2016

Sponsor:
Investec Bank Limited