

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

Company: Blue Label Company (Pty) Ltd  
Director: Mr M Levy  
Date of vesting: 03 September 2018  
Number of shares: 236551  
Market value: R7.16  
Total value: R1,693,705-16  
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 Company (Pty) Ltd  
Director: Mr B Levy  
Date of vesting: 03 September 2018  
Number of shares: 236551  
Market value: R7.16  
Total value: R1,693,705-16  
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 D Suntup  
Date of vesting: 03 September 2018  
Number of shares: 125286  
Market value: R7.16  
Total value: R897047-76  
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 Company Pty) Ltd  
Director: Ms J van Eden  
Date of vesting: 03 September 2018  
Number of shares: 20583  
Market value: R7.16  
Total value: R147374-28  
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: 03 September 2018  
Number of shares: 92970  
Market value: R7.16  
Total value: R665665-20  
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: 03 September 2018  
Number of shares: 9967  
Market value: R7.16  
Total value: R71363-72  
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: 03 September 2018  
Number of shares: 11880  
Market value: R7.16  
Total value: R85060-80  
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 A Murray  
Date of vesting: 03 September 2018  
Number of shares: 42955  
Market value: R7.16  
Total value: R307557-80  
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 D Rama  
Date of vesting: 03 September 2018  
Number of shares: 17316  
Market value: R7.16  
Total value: R123982-56  
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  
03 September 2018

Sponsor:  
Investec Bank Limited