

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")

NOTICE OF DEALINGS IN SECURITIES IN TERMS OF PARAGRAPHS 3.63 TO 3.74 OF THE JSE LIMITED LISTINGS REQUIREMENTS

In compliance with paragraph 3.63 – 3.74 of the JSE Listing Requirements, the following information, is disclosed:

Name of director: GD Harlow
Designation: Independent Non-Executive Director
Nature of transactions: Acquisition of ordinary shares off-market
Name of associate: Unihold Group (Pty) Ltd
Nature of interests: Indirect non-beneficial
Date of transaction: 14 September 2017
Number of shares: 2,000,000
Price of shares: R15-00
Total value: R30,000,000
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Telecoms Limited
Company Secretary: Ms J van Eden
Nature of transactions: Sale of ordinary shares on-market
Nature of interests: Direct beneficial
Date of transaction: 14 September 2017
Number of shares: 11,337
Price of shares: R17-99
Total value: R203,952-63
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr JG Mogane
Nature of transactions: Sale of ordinary shares on-market
Nature of interests: Direct beneficial
Date of transaction: 14 September 2017
Number of shares: 11,966
Price of shares: R18-00
Total value: R215,388-00
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr AG Rantao
Nature of transactions: Sale of ordinary shares on-market
Nature of interests: Direct beneficial
Date of transaction: 15 September 2017
Number of shares: 14,252
Price of shares: R17-90
Total value: R255,110-80
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Sandton
15 September 2017

Sponsor:
Investec Bank Limited