

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 Telecoms Ltd
Director: Mr M Levy
Date of vesting: 31 August 2017
Number of shares: 283,339
Market value: R18.49
Total value: R5,238,938-11
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: Mr B Levy
Date of vesting: 31 August 2017
Number of shares: 283,339
Market value: R18.49
Total value: R5,238,938-11
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: Mr D Suntup
Date of vesting: 31 August 2017
Number of shares: 150,067
Market value: R18.49
Total value: R2,774,738-83
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: 31 August 2017
Number of shares: 24,654
Market value: R18.49
Total value: R455,852-46
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: 31 August 2017
Number of shares: 93,032
Market value: R18.49
Total value: R1,720,161-68
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: 31 August 2017
Number of shares: 111,359
Market value: R18.49
Total value: R2,059,027-91
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: 31 August 2017
Number of shares: 14,252
Market value: R18.49
Total value: R263,519-48
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: 31 August 2017
Number of shares: 11,966
Market value: R18.49
Total value: R221,251-34
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: 31 August 2017
Number of shares: 48,539
Market value: R18.49
Total value: R897,486-11
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
1 September 2017

Sponsor:
Investec Bank Limited