

**BLUE LABEL TELECOMS LIMITED**

(Incorporated in the Republic of South Africa)

Registration number: 2006/022679/07

Ordinary Shares share code: BLU

ISIN: ZAE000109088

("Blue Label" or "the Company")

**FURTHER ANNOUNCEMENT REGARDING THE ACQUISITION BY THE PREPAID COMPANY PROPRIETARY LIMITED ("TPC") OF THE ENTIRE ISSUED SHARE CAPITAL OF RETAIL MOBILE CREDIT SPECIALISTS PROPRIETARY LIMITED ("RMCS")**

Further to the SENS announcement of the 24<sup>th</sup> December 2013 regarding the acquisition by TPC, a wholly owned subsidiary of Blue Label, of the entire issued share capital of RMCS, Blue Label shareholders are advised that in addition to the pro forma information that was previously disclosed in that SENS announcement which remains unchanged, the pro forma effect on net tangible asset value per share as at 31 May 2013 is a decrease from 376.10 cents to 332.83 cents. This decline is due to the utilisation of tangible assets in substitution for the acquisition of intangible assets.

Johannesburg

10 April 2014

Investment Bank and Sponsor: Investec Bank Limited