

Blue Label Telecoms Limited  
(Incorporated in the Republic of South Africa)  
(Registration number 2006/022679/06)  
Share code: BLU ISIN: ZAE000109088  
("Blue Label")

In compliance with Rules 3.63 – 3.66 of the JSE Listing Requirements, the following information is disclosed:

Company:	The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director:	Mr S Kaplan
Date of sale:	21 August 2014
Number of shares	800 000
Price per share	R8.25
Total value:	R6,600,000
Nature of transaction:	On-market sale of shares
Class of shares:	Ordinary shares
Nature of interest:	Direct beneficial
Clearance given:	Yes in accordance with the JSE Listings Requirements

Company:	The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director:	Mr S Diamond
Date of sale:	21 August 2014
Number of shares	1,500,000
Price per share	R8.25
Total value:	R12,375,000
Nature of transaction:	On-market sale of shares
Class of shares:	Ordinary shares
Nature of interest:	Direct beneficial
Clearance given:	Yes in accordance with the JSE Listings Requirements

Sandton  
22 August 2014  
Sponsor:  
Investec Bank Limited