

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 2014  
Number of shares: 470,507  
Market value: R8.90  
Total value: R4,187,512.30  
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 2014  
Number of shares: 470,507  
Market value: R8.90  
Total value: R4,187,512.30  
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 M Pamensky  
Date of vesting: 31 August 2014  
Number of shares: 396,667  
Market value: R8.90  
Total value: R3,530,336.30  
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 2014  
Number of shares: 205,139  
Market value: R8.90  
Total value: R1,825,737.10  
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 2014  
Number of shares: 158,986  
Market value: R8.90  
Total value: R1,414,975.40  
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 2014  
Number of shares: 190,306  
Market value: R8.90  
Total value: R1,693,723.40  
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 2014  
Number of shares: 22,872  
Market value: R8.90  
Total value: R203,560.80  
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: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label  
Director: Mr J Mogane  
Date of vesting: 31 August 2014  
Number of shares: 19,622  
Market value: R8.90  
Total value: R174,635.80  
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: Ms A Ngwenya  
Date of vesting: 31 August 2014  
Number of shares: 18,240  
Market value: R8.90  
Total value: R162,336  
Nature of transaction: Nil cost vesting of Forfeitable Share Awards  
Class of shares: Ordinary shares

Nature of interest:  
Clearance given:

Direct beneficial, Off-Market  
Yes in accordance with the terms and conditions of the awards

Sandton  
1 September 2014

Sponsor:  
Investec Bank Limited