

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 3.66 OF THE JSE LIMITED (JSE) LISTINGS REQUIREMENTS

Dealings in securities by directors of Blue Label

Messrs MS Levy and BM Levy have transferred the underlying shares in Blue Label in line with a personal restructuring initiative, the impact of which will result in no change in their effective shareholding in the company.

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

Company:	Blue Label Telecoms Limited
Director:	Mr MS Levy
Class of securities:	Ordinary shares
Date of transaction:	03 March 2015
Number of securities:	7 500 000
Price per security:	R9,00
Total value:	R67,500,000.00
Nature of transaction:	On-market sale
Nature and extent of director's interest:	Direct beneficial
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Company:	Blue Label Telecoms Limited
Director:	Mr MS Levy
Class of securities:	Ordinary shares
Date of transaction:	03 March 2015
Number of securities:	7 500 000
Price per security:	R9,00
Total value:	R67,500,000.00
Nature of transaction:	On-market purchase of contracts for difference
Nature and extent of director's interest:	Indirect beneficial
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Company:	Blue Label Telecoms Limited
Director:	Mr BM Levy
Class of securities:	Ordinary shares
Date of transaction:	03 March 2015
Number of securities:	7 500 000
Price per security:	R9,00
Total value:	R67,500,000.00
Nature of transaction:	On-market sale
Nature and extent of director's interest:	Direct beneficial
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Telecoms Limited
Director: Mr BM Levy
Class of securities: Ordinary shares
Date of transaction: 03 March 2015
Number of securities: 7 500 000
Price per security: R9,00
Total value: R67,500,000.00
Nature of transaction: On-market purchase of contracts for difference
Nature and extent of director's interest: Indirect beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Telecoms Limited
Director: Mr MS Levy
Class of securities: Ordinary shares
Date of transaction: 04 March 2015
Number of securities: 5 500 000
Price per security: R9,00
Total value: R49,500,000.00
Nature of transaction: On-market sale
Nature and extent of director's interest: Direct beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Telecoms Limited
Director: Mr MS Levy
Class of securities: Ordinary shares
Date of transaction: 04 March 2015
Number of securities: 5 500 000
Price per security: R9,00
Total value: R49,500,000.00
Nature of transaction: On-market purchase of contracts for difference
Nature and extent of director's interest: Indirect beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company: Blue Label Telecoms Limited
Director: Mr BM Levy
Class of securities: Ordinary shares
Date of transaction: 04 March 2015
Number of securities: 5 500 000
Price per security: R9,00
Total value: R49,500,000.00
Nature of transaction: On-market sale
Nature and extent of director's interest: Direct beneficial
Clearance to deal: Obtained in advance in accordance with JSE Listings Requirements

Company:	Blue Label Telecoms Limited
Director:	Mr BM Levy
Class of securities:	Ordinary shares
Date of transaction:	04 March 2015
Number of securities:	5 500 000
Price per security:	R9,00
Total value:	R49,500,000.00
Nature of transaction:	On-market purchase of contracts for difference
Nature and extent of director's interest:	Indirect beneficial
Clearance to deal:	Obtained in advance in accordance with JSE Listings Requirements

Sandton
04 March 2015

Sponsor:
Investec Bank Limited