

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 – 3.74 of the JSE Listing Requirements, the following information is disclosed:

Company: Blue Label Telecoms Ltd
Director: Mr MS Levy
Date of vesting: 31 August 2015
Number of shares: 334,474
Market value: R10.15
Total value: R3,394,911.10
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

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Company: Blue Label Telecoms Ltd
Director: Mr MV Pamensky
Date of vesting: 31 August 2015
Number of shares: 281,982
Market value: R10.15
Total value: R2,862,117.30
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 DA Suntup
Date of vesting: 31 August 2015
Number of shares: 145,829
Market value: R10.15
Total value: R1,480,164.35
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 2015
Number of shares: 113,020
Market value: R10.15
Total value: R1,147,153.00
Nature of transaction: Nil cost vesting of Once-Off Retention 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 2015
Number of shares: 135,284
Market value: R10.15
Total value: R1,373,132.60
Nature of transaction: Nil cost vesting of Once-Off Retention 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 2015
Number of shares: 16,363
Market value: R10.15
Total value: R166,084.45
Nature of transaction: Nil cost vesting of Once-Off Retention 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 2015
Number of shares: 14,160
Market value: R10.15
Total value: R143,724.00
Nature of transaction: Nil cost vesting of Once-Off Retention 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 2015
Number of shares: 13,198
Market value: R10.15
Total value: R133,959.70
Nature of transaction: Nil cost vesting of Once-Off Retention 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 T Read
Date of vesting: 31 August 2015
Number of shares: 21,843
Market value: R10.15
Total value: R221,706.45
Nature of transaction: Nil cost vesting of Once-Off Retention 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 W van Reenen
Date of vesting: 31 August 2015
Number of shares: 57,937
Market value: R10.15
Total value: R588,060.55
Nature of transaction: Nil cost vesting of Once-Off Retention 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
31 August 2015

Sponsor:
Investec Bank Limited