

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")

Trading update for the year ended 31 May 2012

As a result of a non-recurring receipt during the first half of the financial year, Blue Label expects headline earnings per share ('HEPS') for the year ended 31 May 2012 to exceed the HEPS of 46.20 cents for the comparative year by more than 20%. The non recurring receipt pertained to an extraneous transaction, the details of which remain confidential.

Basic earnings per share and core earnings per share will not exceed the comparative year by 20%.

More specific information will be provided to shareholders as soon as there is reasonable certainty as to the range by which HEPS is expected to increase.

The financial information on which this trading update is based has not been reviewed or reported on by Blue Label's auditors.

The results for the year ended 31 May 2012 are expected to be released on or about Tuesday, 21 August 2012.

Sandton
19 July 2012
Sponsor: Investec Bank Limited