

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**”)



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## **CELL C CEO JOSE DOS SANTOS TO TAKE ON NEW ROLE**

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Shareholders of Blue Label are advised that the Board of Cell C has announced that Jose Dos Santos will step down as Cell C’s Chief Executive Officer effective 01 March 2019.

Jose will take up a role as a consultant to the chairman of the Cell C Board in delivery of Cell C’s strategic intent.

The Board of Blue Label would like to thank Jose for his tireless work over the past six years leading Cell C through the recapitalisation of the business and design of its new strategic direction.

An interim CEO will be announced shortly until a permanent appointment is announced.

22 February 2019

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