

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")

CELL C CONCLUDES NEW ROAMING AGREEMENT WITH MTN

Blue Label shareholders are advised that Cell C Limited, of which Blue Label holds 45% of the issued share capital, has concluded a long term wholesale national roaming agreement with MTN. This agreement provides substantial value to both parties and specifically seeks to significantly improve the quality of a Cell C customers' roaming experience through the addition of seamless 3G and LTE roaming.

The agreement's implementation will commence in July 2018. The new partnership between Cell C and MTN introduces an era where economies of scale can be exploited, and will enhance Cell C's product and service offerings to its customers.

Sandton
29 May 2018
Sponsor: Investec Bank Limited