

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”)

RENEWAL OF CAUTIONARY ANNOUNCEMENT

Further to the cautionary announcement dated 14 July 2016, shareholders are hereby advised that the process regarding Blue Label’s participation in the recapitalisation of Cell C Proprietary Limited is ongoing, which, if successfully concluded, may have a material impact on the price at which Blue Label shares trade on the JSE Limited. Accordingly, shareholders are advised to continue exercising caution when dealing in their shares until a further announcement is made.

By order of the Board
Sandton

29 August 2016

Corporate advisor and sponsor to Blue Label
Investec Bank Limited