

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")

DEALINGS IN SECURITIES

In compliance with the JSE Listing Requirements, the following shares in terms of the Blue Label Conditional Share Plan were accepted on 27 October 2023 and will vest on 31 August 2026.

Company: Blue Label Company Proprietary Limited
Director: Mr M Levy
Number of shares: 1,817,001
Total deemed value: R5,850,743-22
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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 Company Proprietary Limited
Director: Mr B Levy
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Clearance given: Yes in accordance with the terms and conditions of the awards

Company: The Prepaid Company Proprietary Limited, a major subsidiary of Blue Label
Director: Mr D Suntup
Number of shares: 962,354
Total deemed value: R3,098,779-88
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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 Company Proprietary Limited
Company Secretary: Ms J van Eden
Number of shares: 178,098
Total deemed value: R573,475-56
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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 Company Proprietary Limited
Prescribed Officer: Mr J Newman
Number of shares: 401,549
Total deemed value: R1,292,987-78
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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 Distribution Proprietary Limited, a major subsidiary of Blue Label
Director: Mr D Rama
Number of shares: 220,314
Total deemed value: R709,411-08
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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 Distribution Proprietary Limited, a major subsidiary of Blue Label
Director: Ms D Simba
Number of shares: 193,730
Total deemed value: R623,810-60
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional Share Awards
Class of shares: Ordinary shares
Clearance given: Yes in accordance with the terms and conditions of the awards

Company: Blue Label Distribution Proprietary Limited, a major subsidiary of Blue Label
Director: Mr M Shaik
Number of shares: 247,586
Total deemed value: R797,226-92
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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: Comm Equipment Company Proprietary Limited, a major subsidiary of Blue Label
Director: Mr A Greenblatt
Number of shares: 323,209
Total deemed value: R1,040,732-98
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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: Comm Equipment Company Proprietary Limited, a major subsidiary of Blue Label
Director: Mr G Levin
Number of shares: 412,882
Total deemed value: R1,329,480-04
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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: Comm Equipment Company Proprietary Limited, a major subsidiary of Blue Label
Director: Mr S Ramdhani
Number of shares: 317,012
Total deemed value: R1,020,778-64
Deemed value per share: R3.22
Nature of transaction: Nil cost allocation of Conditional 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

Sandton
31 October 2023

Sponsor:
Investec Bank Limited