

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 Rules 3.63 – 3.66 of the JSE Listing Requirements, the following information is disclosed:

Company:	Blue Label Company (Pty) Ltd
Director:	Mr MS Levy
Date of vesting:	31 August 2022
Number of shares:	1,908,425
Market value:	R6.50
Total value:	R12,404,762-50
Nature of transaction:	Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares:	258,210
Market value:	R6.50
Total value:	R1,678,365
Nature of transaction:	Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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 (Pty) Ltd
Director:	Mr BM Levy
Date of vesting:	31 August 2022
Number of shares:	1,908,425
Market value:	R6.50
Total value:	R12,404,762-50
Nature of transaction:	Nil cost vesting of 2019 Forfeitable Share Awards
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Company: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr DA Suntup
Date of vesting: 31 August 2022
Number of shares: 1,010,776
Market value: R6.50
Total value: R6,570,044
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 136,758
Market value: R6.50
Total value: R888,927
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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 (Pty) Ltd
Director: Ms J van Eden
Date of vesting: 31 August 2022
Number of shares: 187,059
Market value: R6.50
Total value: R1,215,883-50
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 25,309
Market value: R6.50
Total value: R164,508-50
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr S Diamond
Date of vesting: 31 August 2022
Number of shares: 525,037
Market value: R6.50
Total value: R3,412,740-50
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 71,038
Market value: R6.50
Total value: R461,747
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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: The Prepaid Company (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr A Rantao
Date of vesting: 31 August 2022
Number of shares: 92,660
Market value: R6.50
Total value: R602,290
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 12,537
Market value: R6.50
Total value: R81,490-50
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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 (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr D Rama
Date of vesting: 31 August 2022
Number of shares: 172,549
Market value: R6.50
Total value: R1,121,568-50
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 23,346
Market value: R6.50
Total value: R151,749
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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 (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr A Greenblatt
Date of vesting: 31 August 2022
Number of shares: 270,333
Market value: R6.50
Total value: R1,757,164-50
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 36,576
Market value: R6.50
Total value: R237,744
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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 (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr G Levin
Date of vesting: 31 August 2022
Number of shares: 318,400
Market value: R6.50
Total value: R2,069,600
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 43,080
Market value: R6.50
Total value: R280,020
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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 (Pty) Ltd, a major subsidiary of Blue Label
Director: Mr J Leslie
Date of vesting: 31 August 2022
Number of shares: 205 765
Market value: R6.50
Total value: R1,337,472-50
Nature of transaction: Nil cost vesting of 2019 Forfeitable Share Awards
Number of shares: 27 840
Market value: R6.50
Total value: R180,960
Nature of transaction: Additional Nil cost vesting of the 2019 forfeitable share plan as the share scheme performance criteria exceeded targets
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
1 September 2022

Sponsor:
Investec Bank Limited