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")

Publication of 2021 Annual Financial Statements, No Change Statement, Distribution and Notice of the Virtual Annual General Meeting and publication of Integrated Annual Report

PUBLICATION OF 2021 ANNUAL FINANCIAL STATEMENTS

The Blue Label Telecoms Group Audited Annual Financial Statements for the year ended 31 May 2021 ("Group Annual Financial Statements") have been published and is available on the Company's website (www.bluelabeltelecoms.co.za)

NO CHANGE STATEMENT

The Blue Label Telecoms Group Annual Financial Results for the year ended 31 May 2021 (including the Independent Auditor's Report), published on the Stock Exchange News Service of the JSE on 26 August 2021, are unchanged and therefore the Company will not be publishing an abridged report.

NOTICE OF VIRTUAL ANNUAL GENERAL MEETING AND PUBLICATION OF INTEGRATED REPORT

Shareholders are advised that the Notice of the Company's Virtual Annual General Meeting ("AGM") of shareholders, incorporating summarised annual financial statements for the year ended 31 May 2021 ("Notice of AGM"), will be distributed to Blue Label shareholders today and will be available to Blue Label's shareholders on Thursday, 30 September 2021, together with the 2021 Integrated Annual Report and Group annual financial statements for the year ended 31 May 2021, on the Company's website (www.bluelabeltelecoms.co.za).

Notice is hereby given that the thirteenth Virtual AGM of Blue Label shareholders will be held on Thursday, 25 November 2021 at 10:00 to transact the business as stated in the Notice of AGM.

The board of directors of the Company has determined, in accordance with the Companies Act, 71 of 2008, as amended, that the date on which a Blue Label shareholder must be registered in the Company's register of shareholders in order to:

- receive the Notice of Virtual AGM is Friday, 17 September 2021; and
- participate in and vote at the Virtual AGM is Friday, 19 November 2021.

The last date to trade to participate in and vote at the Virtual AGM is Tuesday, 16 November 2021.

30 September 2021

Sandton Sponsor: Investec Bank Limited