

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")

DEALING IN SECURITIES BY AN ASSOCIATE OF A DIRECTOR OF THE COMPANY

Shareholders are advised of the following dealing in securities by an associate of a director of Blue Label Telecoms on 5 April 2023:

Ellerine Group Proprietary Limited, an associate of Mr. Kevin Ellerine, disposed of 20 000 000 Blue Label shares to its holding company as part of a reorganisation of certain of the Ellerine family's investments at a price of R4,55 per share for a total transaction value of R91 million. The disposal does not give rise to any change in the effective beneficial ownership of the shares. The transaction was conducted off-market and although clearance to deal is not applicable, clearance was obtained.

Sandton
6 April 2023

Sponsor:
Investec Bank Limited