

Blue Label Telecoms Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU ISIN: ZAE000109088
("Blue Label")

APPOINTMENT OF JORGE MENDES AS CELL C'S NEW CEO

Blue Label Telecoms is pleased to announce the appointment of Jorge Mendes as the new CEO of Cell C.

With close to 30 years' experience in the telecommunications industry, Mendes brings with him a strong track record of success.

He held various leadership positions across different countries, including the Democratic Republic of Congo, Mozambique, Tanzania, and most recently, South Africa and his vast experience in these diverse markets equips him with invaluable insights into the challenges and opportunities within the telecommunications landscape.

As the former Chief Consumer Business Officer at Vodacom South Africa, Mendes played a pivotal role in the company's success by spearheading strategic initiatives, implementing innovative solutions, and enhancing the overall customer experience and, as a result, brings a wealth of expertise in areas such as market expansion, digital transformation, customer-centric strategies, and operational excellence.

With his deep industry knowledge and proven leadership capabilities, Mendes is poised to steer Cell C towards new heights of success.

The board of directors and management team of Blue Label would like to extend a warm welcome to Mr. Jorge Mendes as he assumes his new role as CEO of Cell C, effective July 1, 2023. We have full confidence in his ability to lead the company towards a prosperous future.

Sandton
15 June 2023
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