

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")

DECLARATION ANNOUNCEMENT RELATING TO A PROPOSED CHANGE OF NAME, DISTRIBUTION OF A CIRCULAR AND NOTICE OF GENERAL MEETING

1. Introduction

Shareholders are advised that, subject to receipt of the requisite Shareholder approval, the board of directors of Blue Label (the "**Board**") proposes to change the Company's name from "Blue Label Telecoms Limited" to "Blu Label Unlimited Group Limited" (the "**Change of Name**").

2. Rationale for the Change of Name

Blue Label is undergoing a significant restructuring process that involves the separation of its telecoms and non-telecoms business units. In light of this strategic shift, the Board believes it is prudent for the Company's name to reflect this new direction by omitting the reference to "telecoms." Furthermore, the adjustment of the term "Blue" to the abbreviated form "Blu" aligns with the recent adoption of the trading name and logo "Blu" across various marketing platforms. The Board has therefore resolved to recommend the Change of Name to the shareholders of the Company ("**Shareholders**") for their approval, deeming it a more fitting representation of the Company's evolving identity and business focus.

3. Details of the Change of Name

The name "Blu Label Unlimited Group Limited" has been reserved with Companies Intellectual Property Commission ("**CIPC**") and the JSE Limited ("**JSE**") has, subject to the requisite Shareholder approval being obtained and the filing and acceptance of the special resolutions with CIPC, approved the Change of Name. The JSE long name and short name of the Company will change to "Blu Label Unlimited" and "Blu", respectively. The JSE share code and ISIN will not change.

The Company will retain its history and will remain listed in the Telecoms sector on the Main Board of the JSE.

4. Distribution of Circular

A circular setting out details of the Change of Name will be distributed to Shareholders today (the "**Circular**").

The Circular is available on Blue Label's website at the following link:
<https://www.bluelabeltelecoms.co.za/pdf/corporate-documents/circular/circular-to-shareholders/11-july-2025-circular-to-shareholders-proposed-name-change.pdf>.

Copies of the Circular may also be obtained by Shareholders at the Company's registered office, being at 75 Grayston Drive (corner Benmore Road) Sandton, 2196, during normal business hours from Friday, 11 July 2025 to Monday, 11 August 2025 (both days inclusive).

5. Notice of General Meeting

Notice is hereby given that a virtual general meeting of Shareholders to be held entirely by electronic communication on Monday, 11 August 2025 at 11h30 (South African Standard Time), for the purpose of considering, and if deemed fit, passing with or without modification, the resolutions required to approve the proposed Change of Name and consequential amendments to the Memorandum of Incorporation ("MOI").

6. Salient dates and times

	2025
Record date to determine which Shareholder are entitled receive the Circular	Friday, 4 July
Circular incorporating the notice of General Meeting, a form of proxy (<i>blue</i>) and a form of surrender (<i>yellow</i>) distributed to Shareholders and announced on SENS on	Friday, 11 July

Last day to trade to determine which Shareholders are eligible to vote at the General Meeting (see note 3 below) on	Tuesday, 29 July
Record date to determine which Shareholders are eligible to participate in the General Meeting and to vote thereat, by close of trade on	Friday, 1 August
Forms of proxy (<i>blue</i>) in respect of the General Meeting to be lodged with the Transfer Secretaries, preferably by 11h30 on	Thursday, 7 August
General Meeting held at 11h30 on	Monday, 11 August
Results of the General Meeting released on SENS on	Monday, 11 August
Special resolutions lodged with CIPC for registration on or about	Monday, 11 August
Expected release on SENS of the finalisation announcement in respect of the Change of Name (by 11h00) on	Tuesday, 19 August
Expected last day to trade prior to the Change of Name on	Tuesday, 26 August
Expected termination date for trading under the name “Blue Label Telecoms Limited” and commencement of trading under “Blu Label Unlimited Group Limited”, from commencement of trade on	Wednesday, 27 August
Expected record date for the Change of Name on	Friday, 29 August
Forms of surrender (<i>yellow</i>) to be received by the Transfer Secretaries by 12h00 on the record date for the Change of Name in order for certificated Shareholders to have their entitlements credited to their accounts at their CSDP or Broker in dematerialised form on Monday, 1 September 2025	Friday, 29 August
Dematerialised Shareholders will have their accounts at their CSDP or Broker updated to reflect the Change of Name	Monday, 1 September
Certificated Shareholders who have surrendered their documents of title and given valid details of their CSDP or Broker will have their accounts at their CSDP or Broker credited with their entitlement	Monday, 1 September
Certificated Shareholders who have not surrendered their documents of title will have their entitlements credited to Computershare Nominees pending the surrender of their documents of title	Monday, 1 September

Notes:

1. The above dates and times are subject to change as they are subject to the filing and acceptance of the special resolutions with the CIPC. An announcement will be published on SENS advising Shareholders of any material changes.
2. All dates and times indicated above are South African Standard Time.
3. Shareholders should note that as transactions in Shares are settled in the electronic settlement system used by Strate, settlement of trades takes place three business days after such trade. Therefore, Shareholders who acquire Blue Label shares after close of trade on Tuesday, 29 July 2025 will not be eligible to electronically participate in and vote at the General Meeting.
4. Share certificates may not be dematerialised or rematerialised after the last day to trade Blue Label shares prior to the Change of Name, expected to be Tuesday, 26 August 2025.
5. Shareholders are reminded that shares in companies listed on the JSE can no longer be bought or sold on the JSE unless they have been dematerialised onto the Strate system. It is therefore suggested that certificated Shareholders should consider dematerialising their Blue Label shares and replacing them with electronic records of ownership. In this regard, Shareholders may contact either their own Broker or a preferred CSDP, details of which are available from Strate at queries@strate.co.za or telephone +27 11 759 5300.
6. The Company will retain its history and will remain listed in the Telecoms sector on the main board of the JSE.

11 July 2025

Transaction Sponsor:
Investec Bank Limited

Legal Advisor:
Werksmans Inc.