**THIS CIRCULAR IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION**

**The definitions and interpretations commencing on page 5 apply throughout this Circular, including this cover page.**

**ACTION REQUIRED BY SHAREHOLDERS:**

1. This entire Circular is important and should be read with particular attention to the section entitled "*Action required by Shareholders*", commencing on page 2.
2. If you are in any doubt as to what action to take in relation to this Circular, please consult your CSDP, Broker, banker, attorney, accountant or other professional advisor immediately.
3. If you have disposed of all your Shares, please forward this Circular and the attached Form of Proxy (*blue*) to the purchaser of such Shares or to the CSDP, Broker, banker or other agent through whom the disposal was effected.

**The Company does not accept responsibility, and will not be held liable, for any action of, or omission by, any CSDP or Broker including, without limitation, any failure on the part of the CSDP or Broker of any beneficial owner of Shares to notify such beneficial owner of the matters dealt with in this Circular.**

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BLUE LABEL
TELECOMS

**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")**

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# CIRCULAR TO SHAREHOLDERS

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**relating to:**

- the approval of a change of the Company's name from "Blue Label Telecoms Limited" to "Blu Label Unlimited Group Limited";
- consequential amendments to the Company's MOI;

**and incorporating:**

- a Notice of General Meeting;
- a Form of Proxy *(blue)* for purposes of the General Meeting (for use by Certificated Shareholders and Dematerialised Shareholders who have selected Own-name Registration only); and
- Form of Surrender *(yellow)* (for use by Certificated Shareholders only).

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| **Transaction Sponsor** | **Legal Advisor** |
|---|---|
| Investec | WERKSMANS ATTORNEYS |

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**Date of issue: Friday, 11 July 2025**

*This Circular is available in English only. Copies may be obtained during normal business hours from the registered office of Blue Label, whose address is set out in the "Corporate Information and Advisors" section of this Circular, from Friday, 11 July 2025 up to and including Monday, 11 August 2025 (both days inclusive). A copy of this Circular will also be available on Blue Label's website https://www.bluelabeltelecoms.co.za/pdf/corporate-documents/circular/circular-to-shareholders/11-july-2025-circular-to-shareholders-proposed-name-change.pdf from Friday, 11 July 2025.*

# CORPORATE INFORMATION AND ADVISORS

**Directors**
**Executive**
BM Levy (Joint Chief Executive Officer)
MS Levy (Joint Chief Executive Officer)
DA Suntup (Financial Director)

**Independent non-executive**
LM Nestadt (Chairman)
JS Mthimunye
SJ Vilakazi
H Masondo
NP Mnxasana
LE Mthimunye

**Date and place of incorporation**
21 July 2006
South Africa

**Company secretary and registered office**
J Van Eden
BProc LLB (RAU), Conveyancing
Blue Label Telecoms Limited
75 Grayston Drive (corner Benmore Road)
Sandton, 2196
(PO Box 652261, Benmore, 2010)

**Sponsor**
Investec Bank Limited
(Registration number 1969/004763/06)
100 Grayston Drive,
Sandton, 2196
(PO Box 785700, Sandton, 2196)

**Legal Advisor**
Werksmans Inc.
(Registration number 1990/007215/21)
The Central
96 Rivonia Road,
Sandton, 2196
(Private Bag 10015, Sandton, 2146)

**Transfer Secretaries**
Computershare Investor Services Proprietary Limited
(Registration number 2004/003647/07)
Rosebank Towers
15 Biermann Avenue, Rosebank, 2196
(Private Bag X9000, Saxonwold, 2132)

# TABLE OF CONTENTS

The definitions and interpretations commencing on page 5 of this Circular apply to the following table of contents.

## ACTION REQUIRED BY SHAREHOLDERS

The definitions and interpretations commencing on page 5 of this Circular apply to this "Action required by Shareholders".

This Circular is important and requires your immediate attention.

Please take careful note of the following provisions regarding the action required by Shareholders. If you are in any doubt as to what actions to take, please consult your CSDP, Broker, banker, attorney, accountant or other professional advisor immediately.

If you have disposed of all of your Shares, please forward this Circular and the attached Form of Proxy *(blue)* to the purchaser of such Shares or to the CSDP, Broker, banker, attorney or other agent through whom the disposal was effected.

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 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.

**The General Meeting will be held entirely by electronic communication as permitted by the Companies Act and by the Company's MOI, on Monday, 11 August 2025 at 11h30 (South African Standard Time), at which General Meeting Shareholders will be requested to consider and, if deemed fit, to pass, with or without modification, the resolutions set out in the Notice of General Meeting attached to this Circular.**

In terms of section 63(1) of the Companies Act, meeting participants (including proxies) will be required to provide reasonably satisfactory identification before being entitled to participate in or vote at the General Meeting. Acceptable forms of identification include original and valid identity documents, driving licences and passports.

### 1. DEMATERIALISED SHAREHOLDERS WHO ARE NOT OWN-NAME DEMATERIALISED SHAREHOLDERS

#### 1.1 Voting at the General Meeting

1.1.1 Your CSDP or Broker should contact you to ascertain how you wish the voting rights attaching to the Shares in respect of which you are a Dematerialised Shareholder to be voted at the General Meeting and should thereafter cast the vote in accordance with your instructions.

1.1.2 If your CSDP or Broker has not contacted you, it is advisable for you to contact your CSDP or Broker and furnish it with your voting instructions.

1.1.3 If your CSDP or Broker does not obtain voting instructions from you, it will be obliged to vote in accordance with the instructions contained in the custody agreement concluded between you and your CSDP or Broker.

1.1.4 **You must not complete the attached Form of Proxy (*blue*).**

#### 1.2 Attendance and representation at the General Meeting

1.2.1 In accordance with the custody agreement between you and your CSDP or Broker, you must advise your CSDP or Broker if you wish to:

1.2.1.1 participate electronically, speak and vote at the General Meeting; or

1.2.1.2 appoint a proxy to represent your interests at the General Meeting.

1.2.2 Your CSDP or Broker should then issue the necessary letter of representation to you for you or your proxy to participate electronically, speak and vote at the General Meeting. In order to participate in the General Meeting electronically, you must pre-register with the Transfer Secretaries by following the procedures set out in paragraph 3 and submit the letter of representation to the Transfer Secretaries.

## 2. CERTIFICATED SHAREHOLDERS AND DEMATERIALISED SHAREHOLDERS WHO ARE OWN-NAME DEMATERIALISED SHAREHOLDERS

### 2.1 Voting and participation at the General Meeting

2.1.1 You may participate electronically in the General Meeting in person and may vote at the General Meeting.

2.1.2 Alternatively, you may appoint a proxy to represent you at the General Meeting by completing the attached Form of Proxy (*blue*) in accordance with the instructions contained therein. It is requested that the Form of Proxy *(blue)* (duly completed) be returned to the Transfer Secretaries and is received by them preferably by no later than 11h30 (South African Standard Time) on Thursday, 7 August 2025.

| **Hand deliveries to:** | **Postal deliveries to:** |
|---|---|
| Computershare | Computershare |
| Rosebank Towers | Private Bag X9000, |
| 15 Biermann Avenue, Rosebank, 2196 | Saxonwold, 2132 |
| | |
| | **Email deliveries to**: proxy@computershare.co.za |

## 3. ELECTRONIC PARTICIPATION AT THE GENERAL MEETING

Shareholders or their duly appointed proxy(ies) who wish to participate in the General Meeting via electronic communication (participant(s)) must either:

1. register online using the online registration portal at www.meetnow.global/za; or
2. apply to Computershare, by sending an email to proxy@computershare.co.za so as to be received by Computershare for administrative purposes by no later than 11h30 (South African Standard Time) on Thursday, 7 August 2025.

Computershare will first validate such requests and confirm the identity of the Shareholder in terms of section 63(1) of the Companies Act, and, if the request is validated, further details on using the electronic communication facility will be provided. The Company will inform participants who notified Computershare of their intended participation by no later than 17h00 (South African Standard Time) on Friday, 8 August 2025 by email of the relevant details through which participants can participate electronically.

## 4. SURRENDER OF SHARE CERTIFICATES

In terms of the Financial Markets Act, new share certificates can no longer be issued and Certificated Shareholders equivalent to the current share certificates are placed in a Nominee Account with Computershare Nominees Proprietary Limited ("Computershare Nominees") under a non-tradable class. Therefore, Certificated Shareholders who have not yet appointed a CSDP or Broker will have their Shares reflected in the new name of "Blu Label Unlimited Group Limited" credited to Computershare Nominees pending receipt of the necessary information by the Transfer Secretaries, together with their Documents of Title.

Those Certificated Shareholders who surrender their Documents of Title to the Transfer Secretaries and communicate valid details of their CSDP or Broker Account will have the Shares credited to such account held at their CSDP or Broker.

Certificated Shareholders who have not yet appointed a CSDP or Broker will have their Shares credited to Computershare Nominees pending the receipt of such information by the Transfer Secretaries, together with their Documents of Title.

All rights and entitlements to the Company's Shares reflected in the new name of "Blu Label Unlimited Group Limited" remain the same.

If you hold Dematerialised Shares, you do not need to take any further action because your CSDP or Broker will arrange for your account to be updated with the replacement ordinary shares.

## SALIENT DATES AND TIMES

The definitions and interpretations commencing on page 5 apply to the section below.

| | 2025 |
|---|---|
| Record date for a Shareholder to be recorded in the Register in order to receive this Circular | Friday, 4 July |
| Circular incorporating the Notice of General Meeting, Form of Proxy *(blue)* and Form of Surrender (*yellow*) distributed to Shareholders on | Friday, 11 July |
| Announcement of distribution of Circular and notice convening the General Meeting released on SENS on | Friday, 11 July |
| Last day to trade Shares in order to be recorded in the Register to vote at the General Meeting (see note 3 below) on | Tuesday, 29 July |
| Record date for a Shareholder to be registered in the Register in order to be eligible to participate in the General Meeting and to vote thereat, by close of trade on | Friday, 1 August |
| Forms of Proxy *(blue)* in respect of the General Meeting to be lodged at the Transfer Secretaries, preferably by 11h30 on | Thursday, 7 August |
| General Meeting held at 11h30 on | Monday, 11 August |
| Results of the General Meeting published 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 (*yellow*) 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 and throughout the Circular 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 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 Shares prior to the Change of Name, expected to be Tuesday, 26 August.
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 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.

# DEFINITIONS AND INTERPRETATIONS

In this Circular, unless the context indicates otherwise, reference to the singular shall include the plural and *vice versa*, words denoting one gender include the others, words and expressions denoting natural persons include juristic persons and associations of persons and the words and expressions in the first column have the meanings stated opposite them in the second column.

| | |
|---|---|
| **"Board" or "Directors"** | the directors of the Company, comprising, as at the Last Practicable Date, those persons whose names appear in the "*Corporate Information and Advisors*" section of this Circular; |
| **"Broker"** | any person registered as a "broking member (equities)" in accordance with the provisions of the Financial Markets Act; |
| **"Business Day"** | any day, other than a Saturday, Sunday or public holiday in South Africa; |
| **"Blue Label" or "the Company"** | Blue Label Telecoms Limited (Registration number 2006/022679/06), a public company duly registered and incorporated in accordance with the company laws of South Africa, the issued ordinary share capital of which is listed on the securities exchange operated by the JSE; |
| **"Certificated Shareholders"** | Shareholders who hold Certificated Shares; |
| **"Certificated Shares"** | Shares which have not yet been Dematerialised, title to which is represented by a share certificate or other Document of Title; |
| **"Change of Name"** | the proposed change of the Company's name from "Blue Label Telecoms Limited" to "Blu Label Unlimited Group Limited"; |
| **"CIPC"** | the Companies and Intellectual Property Commission, established in terms of section 185 of the Companies Act; |
| **"Circular"** | this bound document dated Friday, 11 July 2025 to Shareholders, including all annexures hereto; |
| **"Companies Act"** | the Companies Act, 2008 (Act No. 71 of 2008), as amended; |
| **"Company Secretary"** | the company secretary of the Company, J Van Eden, Blue Label Telecoms Limited, 75 Grayston Drive, corner Benmore Road, Sandton, 2196; |
| **"CSDP"** | a central securities depository participant registered in terms of the Financial Markets Act with whom a beneficial holder of shares holds a Dematerialised share account; |
| **"Dematerialise"** | the process by which securities held by Certificated Shareholders are converted or held in an electronic form as uncertificated securities and recorded in a sub-register of security holders maintained by a CSDP or Broker; |
| **"Dematerialised Shareholders"** | those Shareholders who hold Dematerialised Shares; |
| **"Dematerialised Shares"** | Shares which have been Dematerialised and incorporated into the Strate system and which are no longer evidenced by certificates or other physical Documents of Title; |
| **"Documents of Title"** | share certificates, certified transfer deeds, balance receipts or any other documents of title to Certificated Shares acceptable to the Company; |
| **"Financial Markets Act"** | the Financial Markets Act, 2012 (Act No. 19 of 2012), as amended; |
| **"Form of Proxy"** | for purposes of the General Meeting, the form of proxy for use only by Certificated Shareholders and Own-name Dematerialised Shareholders; |
| **"Form of Surrender"** | the form of surrender for use by Certificated Shareholders in order to surrender their Documents of Title; |

| | |
|---|---|
| **"General Meeting"** | the virtual general meeting of Shareholders to be held entirely by electronic communication as permitted by the Companies Act and by the Company's MOI at 11h30 (South African Standard Time) on Monday, 11 August 2025, convened in terms of the Notice of General Meeting enclosed with and forming part of this Circular, together with any reconvened general meeting held as a result of the adjournment or postponement of the meeting; |
| **"Listings Requirements"** | the Listings Requirements of the JSE, as amended from time to time; |
| **"JSE"** | JSE Limited (Registration number 2005/022939/06), a public company incorporated under the laws of South Africa and which is licensed as an exchange in terms of the Financial Markets Act; |
| **"Last Practicable Date"** | the last practicable date before finalisation of this Circular, which date was Wednesday, 9 July 2025; |
| **"Legal Advisor"** | Werksmans Inc. (Registration number 1990/007215/21), a private company duly incorporated in accordance with the laws of South Africa, details of which firm are contained in the "*Corporate Information and Advisors*" section of this Circular; |
| **"MOI"** | the memorandum of incorporation of the Company; |
| **"Notice of General Meeting"** | the notice of the General Meeting, forming part of this Circular; |
| **"Own-name Registration" or "Own-name Dematerialised Shareholders"** | Shareholders who hold Dematerialised Shares and are recorded by the CSDP on the sub-register kept by that CSDP in the name of such Shareholder; |
| **"Register"** | the securities register of Certificated Shareholders maintained by the Transfer Secretaries and the sub-register of Dematerialised Shareholders maintained by the relevant CSDPs; |
| **"SENS"** | the Stock Exchange News Service of the JSE; |
| **"Shareholders"** | registered holders of Shares; |
| **"Shares"** | no par value ordinary shares in the Company's share capital; |
| **"South Africa"** | the Republic of South Africa; |
| **"Sponsor"** | Investec Bank Limited (acting through its Investment Banking Division – Corporate Finance) (Registration number 1969/004763/06), a public company incorporated under the laws of South Africa; |
| **"Strate"** | Strate Proprietary Limited (Registration number 1998/022242/07), a private company incorporated under the laws of South Africa, and the electronic settlement system for transactions that take place on the JSE and off-market transactions; and |
| **"Transfer Secretaries" or "Computershare"** | Computershare Investor Services Proprietary Limited (Registration number 2004/003647/07), a private company duly registered and incorporated in accordance with the company laws of South Africa. |

**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")**

**Directors:**

**Executive**
BM Levy (Joint Chief Executive Officer)
MS Levy (Joint Chief Executive Officer)
DA Suntup (Financial Director)

**Independent non-executive**
LM Nestadt (Chairman)
JS Mthimunye
SJ Vilakazi
H Masondo
NP Mnxasana
LE Mthimunye

# CIRCULAR TO SHAREHOLDERS

## 1. INTRODUCTION AND PURPOSE

1.1 Shareholders are advised that the Board proposes, subject to Shareholder approval, the Change of Name.

1.2 The Company intends to change its name to "Blu Label Unlimited Group Limited" and consequential amendments to MOI.

1.3 The purpose of this Circular is to provide Shareholders with relevant information relating to the Change of Name in accordance with the Companies Act and the Listings Requirements for the purposes of considering and, if deemed fit, passing, with or without modification, the resolutions to effect the Change of Name.

## 2. CHANGE OF NAME

2.1 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 Shareholders for their approval, deeming it a more fitting representation of the Company's evolving identity and business focus.

2.2 The name "Blu Label Unlimited Group Limited" has been reserved with the CIPC under tracking number 60007257701 and the 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.

2.3 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.

2.4 In terms of section 16.30 of the Listings Requirements, the former name of the Company, being "Blue Label Telecoms Limited", will be reflected in brackets under the new name of the Company, being "Blu Label Unlimited Group Limited" on any Company announcements and any replacement share certificates issued in respect of Shares (if applicable) for a period of one year.

3. **AMENDMENTS TO THE MOI**

The Change of Name will require amendments to the MOI. These amendments have been marked-up for ease of reference on a copy of the MOI which will lie for inspection at the Company's registered office and is outlined in special resolution number 2.

4. **GENERAL MEETING AND VOTING**

4.1 The General Meeting will be held entirely by electronic communication at 11h30 (South African Standard Time) on Monday, 11 August 2025, to consider and, if deemed fit, to pass, with or without modification, the requisite resolutions required to give effect to the Change of Name and the consequential amendments to the MOI.

4.2 A notice convening the General Meeting is attached hereto and forms part of this Circular and contains the resolutions to be considered at the General Meeting. Full details of the action required by Shareholders are set out in the "*Action required by Shareholders*" section of this Circular.

4.3 The special resolutions for the approval of the Change of Name, and the consequential amendments of the MOI, set out in the Notice of General Meeting, are subject to at least 75% of the votes cast by Shareholders, present in person or represented by proxy at the General Meeting, being cast in favour thereof.

5. **DIRECTORS' RESPONSIBILITY STATEMENT**

The Directors, whose names are set out on page 7 of this Circular, collectively and individually accept full responsibility for the accuracy of the information given in this Circular and certify that, to the best of their knowledge and belief, there are no facts that have been omitted which would make any statement false or misleading, and that all reasonable enquiries to ascertain such facts have been made and that the Circular contains all information required by law and the Listings Requirements.

6. **DIRECTORS' RECOMMENDATION**

The Directors are of the opinion that the Change of Name and the consequential amendments to the MOI are in the best interests of Shareholders and should be supported by Shareholders and unanimously recommend that the Shareholders vote in favour of the resolutions. Those Directors who hold Shares and are permitted to vote, intend to vote their Shares in favour of the resolutions.

7. **CONSENTS**

The Sponsor and the Legal Advisor have provided their written consents to act in the capacity stated in this Circular, and to their names being included in this Circular and have not withdrawn their consent prior to the issue of this Circular.

8. **DOCUMENTS AVAILABLE FOR INSPECTION**

Copies of the following documents will be available for inspection by Shareholders at the Company's registered office from Friday, 11 July 2025 up to and including Monday, 11 August 2025, during normal business hours:

8.1 the Company's MOI (marked-up and clean);

8.2 the written consents referred to in paragraph 7 of this Circular; and

8.3 a signed copy of this Circular.

For and on behalf of
BLUE LABEL TELECOMS LIMITED

**Per: BM Levy and MS Levy**
*Joint Chief Executive Officers*

Sandton
Friday, 11 July 2025

**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")**

## NOTICE OF GENERAL MEETING

**All terms defined in the Circular to which this Notice of General Meeting is attached, shall bear the same meanings where used in this Notice of General Meeting.**

**NOTICE IS HEREBY GIVEN** that a general meeting of Shareholders will be held entirely by electronic communication as permitted by the Companies Act and by the Company's MOI at 11h30 (South African Standard Time) on Monday, 11 August 2025, for the purpose of considering the following business to be transacted and, if deemed fit, passing with or without modification, the special resolutions and the ordinary resolution set out in this notice. The proceedings will be held in English.

### SPECIAL RESOLUTION NUMBER 1 – CHANGE OF NAME

"**IT IS RESOLVED AS A SPECIAL RESOLUTION** that the Company's name be and is hereby changed from "*Blue Label Telecoms Limited*" to "*Blu Label Unlimited Group Limited*" with effect from the date set out in the amended registration certificate to be issued by the CIPC."

### SPECIAL RESOLUTION NUMBER 2 – AMENDMENT OF THE COMPANY'S MEMORANDUM OF INCORPORATION

"**IT IS RESOLVED AS A SPECIAL RESOLUTION** that, subject to special resolution number 1 being passed and becoming effective:

1. the cover page of the Company's MOI be and is hereby amended by the deletion of the words "*BLUE LABEL TELECOMS LIMITED*" appearing thereon and the substitution therefor of the words "*BLU LABEL UNLIMITED GROUP LIMITED*";
2. the definition of "Company" in Article 1.1.9 of the Company's MOI be and is hereby amended by the deletion of the words "*BLT*" and the substitution therefor of the words "*BLU*" with *"BLU"* defined as "*Blu Label Unlimited Group Limited*"; and
3. all remaining references to "*Blue Label Telecoms Limited*" in the Company's MOI be and are hereby amended by the deletion of the deletion thereof and the substitution therefor of the words "*Blu Label Unlimited Group Limited*"."

*The reason for and the effect of special resolutions number 1 and 2 is to change the name of the Company and to effect the consequential amendments to the Company's MOI as a result thereof.*

*For special resolution number 1 and 2 to be approved, it must be supported by at least 75% of the voting rights exercised on such resolution by Shareholders.*

### ORDINARY RESOLUTION NUMBER 1 – DIRECTORS' AUTHORITY

**"IT IS RESOLVED AS AN ORDINARY RESOLUTION** that any Director of the Company or the Company Secretary, be and is hereby authorised and empowered to do all such things, sign all such documents and take all such actions as may be necessary for or incidental to give effect to the resolutions set out above in this Notice of General Meeting and anything already done in this respect be and is hereby ratified."

*The reason for and effect of Ordinary Resolution number 1 is to authorise any Director of the Company or the Company Secretary to do all such things and sign all such documents as are deemed necessary or desirable to implement the ordinary resolution set out above in the Notice of General Meeting.*

*For Ordinary Resolution number 1 to be approved, it must be supported by more than 50% of the voting rights exercised on such resolution by Shareholders.*

## VOTING AND PROXIES

The date on which Shareholders must have been recorded as such in the Register for purposes of being entitled to receive this notice is Friday, 4 July 2025.

The date on which Shareholders must be recorded in the Register for purposes of being entitled to electronically participate in and vote at the General Meeting is Friday, 1 August 2025, with the last day to trade being Tuesday, 29 July 2025.

Meeting participants will be required to provide proof of identification to the reasonable satisfaction of the chairperson of the General Meeting. If in doubt as to whether any document will be regarded as satisfactory proof of identification, meeting participants should contact the Transfer Secretaries for guidance.

Shareholders entitled to electronically participate and vote at the General Meeting may appoint one or more proxies to participate, speak and vote thereat in their stead. A proxy need not be a Shareholder. A Form of Proxy (*blue*), which sets out the relevant instructions for its completion, is enclosed for use by Certificated Shareholders or Own-name Dematerialised Shareholders who wish to be represented at the General Meeting. Completion of a Form of Proxy (*blue*) will not preclude such Shareholder from participating and voting (in preference to that Shareholder's proxy) at the General Meeting.

The instrument appointing a proxy and the authority (if any) under which it is signed must reach the Transfer Secretaries, at the addresses given below, to be received by them preferably by no later than 11h30 (South African Standard Time) on Thursday, 7 August 2025. Shareholders will also be entitled to deliver a completed Form of Proxy *(blue)* to the chairperson at the General Meeting.

Dematerialised Shareholders, other than Own-name Dematerialised Shareholders, who wish to attend the General Meeting, will need to request their CSDP or Broker to provide them with the necessary letter of representation in terms of the custody agreement entered into between such Shareholders and the CSDP or Broker.

Dematerialised Shareholders, other than Own-name Dematerialised Shareholders, who are unable to attend the General Meeting and who wish to be represented thereat, must provide their CSDP or Broker with their voting instructions in terms of the custody agreement entered into between themselves and the CSDP or Broker in the manner and time stipulated therein.

## ELECTRONIC PARTICIPATION

Shareholders or their duly appointed proxy(ies) who wish to participate in the General Meeting via electronic communication (participant(s)) must either:

1. register online using the online registration portal at www.meetnow.global/za; or
2. apply to Computershare, by sending an email to proxy@computershare.co.za so as to be received by Computershare for administrative purposes by no later than 11h30 (South African Standard Time) on Thursday, 7 August 2025.

Computershare will first validate such requests and confirm the identity of the Shareholder in terms of section 63(1) of the Companies Act, and, if the request is validated, further details on using the electronic communication facility will be provided. The Company will inform participants who notified Computershare of their intended participation by no later than 17h00 (South African Standard Time) on Friday, 8 August 2025 by email of the relevant details through which participants can participate electronically.

## ENQUIRIES

Any Shareholder having difficulties or queries in regard to the General Meeting is invited to contact the Company Secretary, (Attn: J Van Eden), on janinev@blts.co.za.

## RESULTS OF THE GENERAL MEETING

The results of the General Meeting will be released on SENS as soon as practically possible after the General Meeting.

For and on behalf of

**BLUE LABEL TELECOMS LIMITED**

**Per: BM Levy and MS Levy**
*Joint Chief Executive Officers*

**Sandton**
**Friday, 11 July 2025**

**Company Secretary**
J Van Eden
Blue Label Telecoms Limited
75 Grayston Drive (corner Benmore Road)
Sandton, 2196
(PO Box 652261, Benmore, 2010)

**Transfer Secretaries**
Computershare Investor Services Proprietary Limited
Rosebank Towers
15 Biermann Avenue, Rosebank, 2196
(Private Bag X9000, Saxonwold, 2132)

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**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")**

# FORM OF PROXY – FOR USE BY CERTIFICATED AND OWN-NAME DEMATERIALISED SHAREHOLDERS ONLY

**All terms defined in the Circular, to which this Form of Proxy is attached, shall bear the same meanings when used in this Form of Proxy.**

For use only by Shareholders holding Certificated Shares and Own-name Dematerialised Shareholders at the General Meeting to be held entirely by electronic communication at 11h30 (South African Standard Time) on Monday, 11 August 2025.

Dematerialised Shareholders who are not Own-name Dematerialised Shareholders must not complete this Form of Proxy and must provide their CSDP or Broker with their voting instructions, in terms of the custody agreement entered into between them and their CSDP or Broker. Dematerialised Shareholders who are not Own-name Dematerialised Shareholders wishing to electronically participate in the General Meeting must inform their CSDP or Broker of such intention and request their CSDP or Broker to issue them with the necessary letter of representation to participate.

I/We (Full name in print) of (address)

Telephone: (work) area code (      )

Telephone: (home) area code (      )

Cell phone number:

Email address:

being the holder of                Shares in the Company, hereby appoint:

1.                                        or failing him/her

2.                                        or failing him/her

3. the chairperson of the General Meeting,

as my/our proxy to attend, speak and vote for me/us at the General Meeting for purposes of considering and, if deemed fit, passing, with or without modification, the resolutions to be proposed thereat and at any adjournment thereof and to vote for and/or against the resolutions and/or abstain from voting in respect of the Shares registered in my/our name(s), in accordance with the following instructions (see notes):

| | In favour of * | Against * | Abstain * |
|---|---|---|---|
| **Special Resolution Number 1** – Change of Name | | | |
| **Special Resolution Number 2** – Amendment of the Company's Memorandum of Incorporation | | | |
| **Ordinary Resolution Number 1** – Directors' authority | | | |

** One vote per Share held by Shareholders. Shareholders must insert the relevant number of votes they wish to vote in the appropriate box provided or "X" should they wish to vote all Shares held by them. If the Form of Proxy is returned without an indication as to how the proxy should vote on any particular matter, the proxy will exercise his/her discretion as to whether, and if so, how he/she votes.*

Signed at                on this        day of                2025

Signature(s)

Capacity of signatory (where applicable)
Assisted by *(where applicable) (state capacity and full name)*

Each Shareholder is entitled to appoint one or more proxy(ies) (who need not be shareholder(s) of the Company) to attend, speak and vote in his/her stead at the General Meeting.

**Notes:**

A Shareholder entitled to electronically participate in and vote at the General Meeting is entitled to appoint one or more proxies to participate, speak and vote in his/her stead. A proxy need not be a registered Shareholder.

Shareholders who have Dematerialised their Shares with a CSDP or Broker, other than Own-name Dematerialised Shareholders, must arrange with the CSDP or Broker concerned to provide them with the necessary authorisation to participate in the General Meeting or the Shareholders concerned must instruct their CSDP or Broker as to how they wish to vote in this regard. This must be done in terms of the agreement entered into between the Shareholder and the CSDP or Broker concerned.

**Instructions on signing and lodging the Form of Proxy:**

A Shareholder may insert the name of a proxy or the names of two alternative proxies of the Shareholder's choice in the space/s provided, with or without deleting "the chairperson of the General Meeting", but any such deletion must be initialled by the Shareholder. Should this space/s be left blank, the proxy will be exercised by the chairperson of the General Meeting. The person whose name appears first on the Form of Proxy and who is present at the General Meeting will be entitled to act as proxy to the exclusion of those whose names follow.

A minor must be assisted by his/her parent or guardian unless the relevant documents establishing his/her legal capacity are produced or have been registered by the Transfer Secretaries or the Company.

The completed Form of Proxy must be lodged with, posted to or sent via email to the Transfer Secretaries at the addresses set out below, to be received by them preferably by no later than 11h30 (South African Standard Time) on Thursday, 7 August 2025. Thereafter, a Shareholder will still be entitled to deliver the completed Form of Proxy to the chairperson at the General Meeting.

**Transfer Secretaries**

**Hand deliveries to:**
Computershare
Rosebank Towers,
15 Biermann Avenue, Rosebank, 2196

**Postal deliveries to:**
Computershare
Private Bag X9000,
Saxonwold, 2132

Email deliveries to: proxy@computershare.co.za

Documentary evidence establishing the authority of a person signing this Form of Proxy in a representative capacity must be attached to this Form of Proxy unless previously recorded by the Transfer Secretaries or waived by the chairperson of the General Meeting.

The completion and lodging of this Form of Proxy will not preclude the relevant Shareholder from electronically participating in the General Meeting and speaking and voting thereat to the exclusion of any proxy appointed in terms hereof, should such Shareholder wish to do so.

The appointment of a proxy in terms of this Form of Proxy is revocable in terms of the provisions of section 58(4)(c) read with section 58(5) of the Companies Act, and accordingly a Shareholder may revoke the proxy appointment by cancelling it in writing, or making a later inconsistent appointment of a proxy, and delivering a copy of the revocation instrument to the proxy and to the Company.

The completion of any blank spaces overleaf need not be initialled. Any alterations or corrections to this Form of Proxy must be initialled by the signatory/ies.

The chairperson of the General Meeting may accept any Form of Proxy which is completed other than in accordance with these instructions provided that he/she is satisfied as to the manner in which a Shareholder wishes to vote.

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## FORM OF SURRENDER – FOR USE BY CERTIFICATED SHAREHOLDERS ONLY

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**All terms defined in the Circular, to which this Form of Surrender is attached, shall bear the same meanings when used in this Form of Surrender.**

Please carefully read the instructions set out in this Form of Surrender. Non-compliance with the instructions may result in the rejection of this form. If you are in any doubt as to how to complete this form, please consult your CSDP, Broker, banker, accountant, legal advisor or other professional advisor immediately.

**Instructions**

Subject to the passing of the special resolutions necessary for the Change of Name and consequential amendments to the MOI and the subsequent filing and acceptance by CIPC of such special resolutions, it is necessary to recall the share certificates from Certificated Shareholders.

In the event that the Change of Name is approved and implemented Certificated Shareholders will receive the new Blue Label shares to which they are entitled pursuant to the Change of Name in Dematerialised form.

1.1 To facilitate the timeous receipt by Certificated Shareholders of the new shares to which they are entitled pursuant to the Change of Name, Certificated Shareholders who wish to anticipate the implementation of the Change of Name and who do not wish to deal in their existing Shares prior to the Change of Name, are requested to surrender their share certificates to the Transfer Secretaries by completing this Form of Surrender in accordance with the instructions it contains and return it to the Transfer Secretaries:

**Hand deliveries to:**
Computershare
Rosebank Towers,
15 Biermann Avenue, Rosebank, 2196

**Postal deliveries to:**
Computershare
Private Bag X3000,
Saxonwold, 2132

Email deliveries to: corporate.actions@computershare.co.za

1.2 Share certificates so received will be held by the Transfer Secretaries pending the Change of Name being approved by Shareholders at the General Meeting.

1.3 In the event that the Change of Name is not approved, the Transfer Secretaries will, within five Business Days thereafter, return the share certificates to the Certificated Shareholders concerned, by registered post, at the risk of such shareholders.

1.4 Certificated Shareholders who surrender their Documents of Title and communicate valid details of their CSDP or Broker account by 12h00 on Friday, 29 August 2025 will have their new shares credited to such account held at their CSDP or Broker on Monday, 1 September 2025.

1.5 Certificated Shareholders who do not complete and return this Form of Surrender by 12h00 on Friday, 29 August 2025 will have their new shares credited to Computershare Nominees pending receipt of their Documents of Title and details of their CSDP or Broker account. Such Shareholders will be required to return their share certificates to the Transfer Secretaries together with certified copies of identity documents, if in own name, or if otherwise, certified copies of company/trust documents. The Transfer Secretaries will, within five Business Days after receipt thereof credit the new shares to the CSDP or Broker account of the Shareholder.

1.6 If any Documents of Title of shareholders have been lost or destroyed and the Shareholder concerned produces evidence to this effect to the satisfaction of Blue Label, then the Company may dispense with the surrender of such existing Documents of Title against provision of an acceptable indemnity.

**To be completed by ALL Certificated Shareholders**

I/We hereby surrender and enclose the Blue Label share certificate(s) listed below:

| Registered Shareholder | Certificate number(s) | Number of Shares covered by each certificate |
|---|---|---|
| | | |
| | | |
| | | |
| Total | | |

I/We irrevocably and in *rem suam* authorise you to produce the signature of such documents that may be necessary to complete the replacement of the Shares with shares in the new name of Blu Label Unlimited Group Limited.

My/Our signature(s) on the Form of Surrender constitutes my/our execution of this instruction.

| | | |
|---|---|---|
| Signature of Shareholder | | |
| Assisted by (if applicable) | | |
| Name | Capacity | Signature |
| **The Shareholder must complete the following information in BLOCK letters** | Date | 2025 |
| Surname or Name or corporate body | | |
| Full names (in full, if applicable) | | |
| Title (Mr, Mrs, Miss, Ms, etc) | | |
| Postal address (preferably PO Box address) | | |
| Postal code | | |
| Telephone number including area code (office hours) | | |
| Cellphone number | | |
| Email address | | |

Shareholders are to also attach a certified copy of their identity document when returning this Form of Surrender.

**Instructions**

1. A receipt will not be issued for this Form of Surrender, or the documents lodged with it. Lodging agents who require special transaction receipts are requested to prepare such receipts and submit them for stamping with the other documents lodged.
2. A Shareholder married in community of property or a minor must ensure this Form of Surrender is also signed by his/her spouse or parent or guardian, as the case may be.
3. Where Shares are jointly held, this form must be signed by joint holders.
4. If this form is signed under power of attorney, such power of attorney must be produced, unless it has already been registered with the Transfer Secretaries.
5. If this form is signed on behalf of a company, close corporation, pension or provident fund, it must be accompanied by a certified copy of the resolution authorising the signature, unless it has already been registered with the Transfer Secretaries.