

Blu Label Unlimited Group Limited
(Incorporated in the Republic of South Africa)
(Registration number 2006/022679/06)
Share code: BLU ISIN: ZAE000109088
("Blu Label" or "the Company" and, together with its subsidiaries, "the Group")

VOLUNTARY ANNOUNCEMENT: B-BBEE REFINANCING AND SHARE REPURCHASE PROGRAMME

Further to the Group's annual results for the year ended 31 May 2026, shareholders are advised that the Broad-Based Black Economic Empowerment ("B-BBEE") refinancing transaction, relating to the refinancing of the vendor funding provided by The Prepaid Company Proprietary Limited to Sisonke Growth Partners in respect of its 15.95% interest in Cell C Holdings Limited, is progressing in accordance with the anticipated timetable and remains on track for completion before the end of the Group's current interim period ending 30 November 2026.

In addition, as communicated at the Group's annual results presentation, Blu Label confirms that its share repurchase programme, approved by the board of directors on 25 August 2026 in terms of the general authority granted by shareholders, has commenced.

Blu Label will provide further updates to shareholders as and when appropriate.

Johannesburg
30 September 2026

Sponsor:
Investec Bank Limited