

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

## APPOINTMENT TO THE BOARD

Shareholders are advised that Mr. Lindsay Peter Ralphs has been appointed as an independent non-executive director and Chairman designate to the Blu Label board of directors ("the Board") with effect from 24 February 2026. The appointment as Chairman will take effect upon the formal retirement of Larry Nestadt, following the Company's year-end meeting towards the end of August 2026.

Mr. Ralphs is a Chartered Accountant (SA) with an extensive and successful background in listed companies, specialising in operations, strategy, and governance. He has demonstrated expertise in scaling businesses, driving sustainable growth, and chairing boards in diverse sectors, including trading and distribution, services, and healthcare.

The Board confirms that in compliance with the JSE Listings Requirements a fit and proper assessment has been conducted and that the Board is satisfied with the outcome of the assessment. Additionally, the Group confirms that there are no positive statements to report in respect of the integrity information contained in the director's declaration.

The Board takes great pleasure in welcoming Mr. Ralphs and wishes him a long and prosperous career with the Group.

Sandton  
24 February 2026

Sponsor:  
Investec Bank Limited