

[12/13] July 2017

CloudCall Group plc
 (“CloudCall” or the “Company”)

Director/PDMR Shareholding

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, has been notified that on 12 July 2017, Peter Simmonds, Non-Executive Chairman, purchased 20,000 ordinary shares of 20p each (“Ordinary Shares”) in the Company at a price of 116 pence per share. These shares were purchased for the benefit of his self-invested personal pension (SIPP).

Following the transaction, Mr Simmonds now has a total interest in 248,055 Ordinary Shares, representing approximately 1.24% of the Company’s issued share capital.

1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Peter Simmonds				
2	Reason for the notification					
a)	Position/status	Non-Executive Chairman				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	CloudCall Group plc				
b)	LEI	N/A				
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 20p each				
	Identification code	ISIN: GB00B4XS5145				
b)	Nature of the transaction	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>116 pence per share</td> <td>20,000</td> </tr> </table>	Price(s)	Volume(s)	116 pence per share	20,000
Price(s)	Volume(s)					
116 pence per share	20,000					
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction				
e)	Date of the transaction	12 July 2017				
f)	Place of the transaction	London Stock Exchange (XLON)				

For further information, please contact:

CloudCall Group plc

Simon Cleaver, Chief Executive Officer
Paul Williams, Chief Financial Officer

Tel: +44 (0)20 3587 7188

Cenkos Securities (Nominated Adviser and Broker)

Stephen Keys / Callum Davidson / Alex Ayles

Tel: +44 (0)20 7397 8900

Vigo Communications

Ben Simons / Jeremy Garcia / Fiona Henson
www.vigocomms.com

Tel: +44 (0)20 7830 9701

About CloudCall Group Plc

CloudCall is a software and unified communications business that has developed and provides a suite of cloud-based software and telephony products and services. CloudCall's products and services are aimed at enabling organisations to leverage their voice communications more effectively.

The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing CRM software, enabling calls to be made, recorded, logged and categorised from within the customer relationship management (CRM) system with detailed activity reports capable of being easily generated.

The Company has approximately 100 staff based predominantly in Leicester (UK) and Boston (US). The Company currently has approximately 850 customers, equating to just over 20,000 users.