

22 May 2017

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

Result of AGM and Board Appointment

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, announces that at the Annual General Meeting held today at 11.00am all resolutions were duly passed. In addition, the Board is pleased to announce that Andrew Jones, Chief Revenue Officer, has been appointed to the Board as Executive Director with immediate effect.

Peter Simmonds, Non-executive Chairman of CloudCall, made the following statement at the meeting:

“CloudCall delivered significant operational and strategic progress during 2016 and I am pleased to report that the Company has made a solid start to the current financial year. We continue to see strong sales momentum underpinned by product demand from both new and existing customers. This positive start to the year provides a strong platform on which to build on for the remainder of 2017.

“In addition, the Company is seeing the benefits of implementing a more focused sales strategy with key channel partners alongside a number of operational improvements. Our strategy to leverage larger mid-market customer relationships continues to drive up customer metrics and underpins our confidence of delivery during 2017.”

Board Appointment

Mr Jones is currently responsible for the Company’s sales and service delivery in both the UK and the US, with a particular focus on building up the Company’s US sales operations function. Andrew joined CloudCall in 2013 as UK sales director, having amassed extensive sales, business development and management experience across several sectors, including recruitment.

Prior to joining CloudCall, Mr Jones held sales director roles including at Magnetic North Limited and Redstone Managed Solutions.

Simon Cleaver, CEO of CloudCall, commented:

“Andrew is a driven, passionate and motivated leader who has significantly contributed to CloudCall’s recent successes. He brings a wealth of commercial and sales experience and we are delighted that he is joining our board.”

Andrew Gareth Jones, aged 52, currently holds / has held the following directorships in the five years preceding the date of this announcement:

- CloudCall Limited
- CloudCall Inc (US)
- West Cloud Contact Solutions*

**indicates no longer a director*

Mr Jones currently holds 70,688 ordinary shares in the Company.

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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 90 staff based predominantly in Leicester (UK) and Boston (US). The Company currently has approximately 750 customers, equating to over 16,000 users.