

11 April 2017

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

Launch of new mobile app

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, is pleased to announce the launch of its mobile phone app, “Cloudcall Go”, for both iOS and Android operating systems. CloudCall Go will provide customers with greater working flexibility by integrating voice communications services from their central CRM platform on smart phones and tablet devices.

By downloading the CloudCall Go app, clients will automatically connect to their central CRM platform, replicating the experience currently available through the Company’s desktop software and fixed line telephony solutions, direct to their mobile device.

When receiving calls, contact details from the CRM are pushed to the smart phone to show who is calling and outbound calls display the Company’s phone number, alleviating the need to disclose personal mobile numbers.

All inbound and outbound calls together with any call notes made through Cloudcall Go will be recorded and inserted onto the CRM, thereby addressing the growing compliance demands associated with unrecorded calls on mobile phones.

CloudCall Go has been designed to meet significant customer demand for a simple, mobile friendly extension of the platform. CloudCall Go not only offers a seamless transition from office to mobile but has the potential to deliver additional cost savings on calls made through the app – particularly when working abroad.

Simon Cleaver, Chief Executive Officer of CloudCall, commented:

“This is an exciting enhancement for our CloudCall suite of products and ensures we remain at the forefront of the move towards flexible and mobile working. Cloudcall Go has been designed to work seamlessly with our other CRM-integrated voice services, enabling a smooth switch from desktop to mobile wherever and whenever our users need it.

“Our ability to offer customers flexibility and mobility when accessing their CRM systems is a further example of how CloudCall continues to evolve to meet the needs and demands of our growing customer base.

“I have been personally testing the app for the last couple of months, and have found it invaluable.”

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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.