

29 March 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 the wife of Simon Cleaver, Chief Executive Officer, today purchased 10,000 ordinary shares of 20p each (“Ordinary Shares”) in the Company at a price of 102.5 pence per share.

Following the transaction, Simon Cleaver has a total beneficial interest in 814,896 Ordinary Shares, including his wife’s holding, representing approximately 4.06% of the Company’s issued share capital.

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>					
a)	Name	Sarah Cleaver				
<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Person closely associated with Simon Cleaver, Chief Executive Officer of CloudCall Group plc				
b)	Initial notification /Amendment	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	CloudCall Group plc				
b)	LEI	N/A				
<b>4</b>	<b>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</b>					
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="width: 100%;"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>102.5 p per share</td> <td>10,000</td> </tr> </table>	Price(s)	Volume(s)	102.5 p per share	10,000
Price(s)	Volume(s)					
102.5 p per share	10,000					
d)	Aggregated information - Aggregated volume - Price	N/A – single transaction				
e)	Date of the transaction	29 March 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

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**Cenkos Securities (Nominated Adviser and Broker)**

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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.