

16 March 2017

CloudCall Group plc
("CloudCall" or the "Company")

Holding in Company

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, was informed on 14 March 2017 that as at 28 February 2017, BlackRock Investment Management (UK) had an interest in 635,780 ordinary shares in CloudCall, representing approximately 3.17 per cent of the Company's issued share capital.

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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.