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PLEASE SEE THE IMPORTANT NOTICE AT THE END OF THIS ANNOUNCEMENT.

30 September 2019

CloudCall Group plc

("CloudCall" or the "Company")

Open Offer Information

Further to the announcement published this morning, CloudCall Group plc (AIM: CALL), a leading cloud-based software business that integrates communications technology with Customer Relationship Management ("CRM") platforms, provides the following information in relation to the Open Offer process (the "Open Offer").

The Company is pleased to offer all Qualifying Shareholders with the opportunity to participate in the announced open offer of up to 502,604 Open Offer shares, to raise up to approximately £0.5 million, which will be made at the price of 100 pence per Ordinary Share (the "Issue Price"). The net proceeds from the Open Offer will be used to further strengthen the Company's balance sheet. The Open Offer is being made on the basis of:

1 Open Offer Share for every 53 Existing Ordinary Shares

held on the Record Date, at 100 pence each, payable in full on acceptance.

Qualifying Shareholders subscribing for their full entitlement under the Open Offer may also request additional Open Offer Shares through the Excess Application Facility. The Open Offer is not underwritten. Details of the Open Offer will be contained in the Circular.

The issue of the Placing Shares and the Open Offer Shares are conditional, *inter alia*, on the passing by Shareholders of the resolutions at the General Meeting of the Company, which is expected to be convened for 11.00 a.m. on 21 October 2019.

Application will be made in due course to the London Stock Exchange for the EIS/VCT Placing Shares, General Placing Shares and the Open Offer Shares to be admitted to trading on AIM. EIS/VCT Admission of the EIS/VCT Placing Shares are expected to become effective and dealings in such shares are expected to commence at 8.00 a.m. on 22 October 2019. General Admission for the General Placing Shares and the Open Offer Shares is expected to become effective and dealings in such shares are expected to commence at 8.00 a.m. on 23 October 2019.

The New Ordinary Shares, when issued, will be fully paid and will rank *pari passu* in all respects with the existing Ordinary Shares of the Company.

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The Open Offer provides Qualifying Shareholders with an opportunity to participate in the proposed issue of the New Ordinary Shares whilst providing the Company with additional capital to further strengthen its balance sheet

The Circular, containing further details of the Placing and Open Offer and convening the General Meeting, an Application Form setting out each Qualifying Shareholder's Basic Entitlements and a proxy form is expected to be despatched to Shareholders on or around 2 October 2019 and will thereafter be available on the Company's website at: <https://www.cloudcall.com/investor-zone/>.

The definitions referenced in this announcement, remain in line with those from the announcement published at 7:01 a.m. (UK) on 30 September 2019, unless otherwise stated.

1. Expected Timetable of Principal Events

The expected timetable relating to the Placing and the Open Offer is set out below.

Event	Date
Record Date for the Open Offer	5.00 p.m. on 30 September 2019
Announcement of the Placing and Open Offer	7.01 a.m. on 30 September 2019
Existing Ordinary Shares marked "ex" by the London Stock Exchange	8.00 a.m. on 1 October 2019
Expected posting of Circular	2 October 2019
Basic and Excess Entitlements credited to stock accounts in CREST of Qualifying CREST Holders	3 October 2019
Recommended latest time for requesting withdrawal of Basic Entitlements and Excess Entitlements from CREST	4.30 p.m. on 11 October 2019
Latest time for depositing Basic Entitlements and/or Excess Entitlements into CREST	3.00 p.m. on 14 October 2019
Latest time and date for splitting of Application Forms (to satisfy bona fide market claims only)	3.00 p.m. on 15 October 2019
Latest time and date for receipt of Forms of Proxy	11.00 a.m. on 17 October 2019
Latest time and date for receipt of completed Application Forms and payment in full under the Open Offer or settlement of relevant CREST instruction (as appropriate)	11.00 a.m. on 17 October 2019
General Meeting	11.00 a.m. on 21 October 2019
Results of the General Meeting announced through a RIS	21 October 2019
Expected date for EIS/VCT Admission and commencement of dealings of the EIS/VCT Placing Shares	8.00 a.m. on 22 October 2019
Expected date for EIS/VCT Placing Shares to be credited to CREST stock accounts	22 October 2019

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Expected date for General Admission and commencement of dealings of the General Placing Shares and Open Offer Shares	8.00 a.m. on 23 October 2019
Expected date for General Placing Shares and Open Offer Shares to be credited to CREST stock accounts	23 October 2019
Expected date for despatch of definitive share certificates for EIS/VCT Placing Shares	by 29 October 2019
Expected date for despatch of definitive share certificates for General Placing Shares and Open Offer Shares	by 30 October 2019
Long Stop Date	8.00 a.m. on 5 November 2019

Notes

Each of the times and dates in the above timetable, and shown elsewhere in this Announcement, are indicative only and if any of the details contained in the timetable above should change, the revised times and dates will be notified to Shareholders by means of an announcement through a Regulatory Information Service.

For further information, please contact:

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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 communications products and services. CloudCall's products and services are aimed at enabling organisations to leverage their customer data to enable more effective communications.

The CloudCall suite of software products allows companies to fully integrate telephony and messaging capability into their existing CRM software, enabling communications to be made, recorded, logged and categorised from within the CRM system with detailed activity reporting and powerful business intelligence capable of being easily generated.

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At the end of June 2019, the Company had approximately 150 staff based predominantly in Leicester and London (UK), Boston (US) and Minsk (BY), with just under 37,000 end-users relying on CloudCall technology to power their daily communications.

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