

11 November 2019

CloudCall Group plc

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

CloudCall and Mercury xRM partner to deliver Unified Communications

CloudCall (AIM: CALL), a leading cloud-based software business that integrates communications into Customer Relationship Management ("CRM") platforms, is pleased to announce another important new integration and partnership with Mercury xRM's recruitment CRM.

The integration brings together CloudCall's Unified Communications services with Mercury xRM and Microsoft Business Application platform, to empower their users to increase productivity, capture details of every call and SMS and improve the quality of information in their Mercury xRM system.

The partnership is based on CloudCall's partner marketing program and will be supported by significant joint marketing activity to Mercury xRM's existing and prospective client base.

Commenting on the partnership, CloudCall CEO, Simon Cleaver said:

"This integration and partnership are further steps forward in our strategy of building on CloudCall's global presence and reputation within the recruitment sector and the Microsoft Dynamics community. Mercury xRM is growing internationally from a well-established UK base and we look forward to bringing the benefits of our partnership to their users."

Chris Kendrick, CEO of Mercury commented:

"Integrating the CloudCall solution with Mercury xRM powered by Microsoft's Cloud platform provides recruiters with powerful capability in unified communications whilst remaining simple to use. We are delighted to partner with CloudCall to enhance the Mercury xRM proposition to our customers."

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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 customer relationship management (CRM) system with detailed activity reporting and powerful business intelligence capable of being easily generated.

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.