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## **CloudCall Group plc**

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

### **Contract Win with Vaco**

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that integrates with Customer Relationship Management ("CRM") platforms, are pleased to announce a major contract win with Vaco.

Vaco is a global talent & solutions firm with annual revenues of more than \$750 million. The three-year contract will see CloudCall providing its integrated telephony service to Vaco's thousand plus employees in quarterly tranches over the coming 18 months. The extended implementation period for this contract means that the resulting revenues will be spread throughout 2020 and into 2021.

After considerable market research, Vaco selected CloudCall, because of its deep integration with the Bullhorn platform, which supports Vaco's technological goals of improved efficiency to drive growth and unify their US and Canadian offices with a single service.

Whilst still early into the FY20 financial year, the Vaco contract is an important win for the Group, demonstrating the strength of CloudCall's offering in the staffing sector, and the Board remains confident in achieving its FY20 outlook.

#### **Simon Cleaver, CloudCall CEO, commented:**

*"I'm delighted that this large, well respected and forward-looking talent company selected CloudCall. It's a considerable testament to the quality of our technology, service and the depth of our integration. We very much look forward to working with Vaco, together with our partner Bullhorn, to collectively support the firm achieve its business goals and facilitate growth."*

#### **Phil Noe, Vaco CIO, added:**

*"CloudCall will help unify our national offices and its deep connectivity with our Bullhorn platform will provide us with enhanced global business intelligence that will better serve our clients. The powerful platform is incredibly easy to use, and we have no doubt that it will increase productivity across our client base."*

**Mike Restivo, Chief Revenue Officer at Bullhorn, said**

*"Running an efficient and profitable staffing business means seamless communications and collaboration. The Bullhorn integration with CloudCall is a full-service tool that breaks down barriers to efficiency for recruiters and empowers them to communicate more efficiently both internally and with candidates, improving the quality and value of their interactions. We know that our enterprise customers live in Bullhorn; the valuable data captured by CloudCall and stored inside Bullhorn allows Vaco leadership to have unrivalled insight about the inner workings of their recruiters and their daily business operations. This insight helps them to make better decisions and drive their business to even greater heights."*

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**About CloudCall Group Plc**

CloudCall is a software and integrated 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 and improve performance.

The CloudCall suite of software products allows companies to fully integrate telephony, messaging and contact centre capabilities into their existing customer relationship management (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.

At the end of December 2019, the Company had approximately 160 staff based in Leicester and London (UK), Boston (US), Minsk (BY) with over 42,000 end-users relying on CloudCall technology to power their communications.

#### **About Vaco**

Vaco provides boutique level service with global reach in the areas of consulting, consultative project resources, executive search, permanent placement, and strategic staffing. Areas of expertise include c-suite search, accounting, finance, technology, healthcare IT, operations, administration and international managed services. Since its founding in 2002, Vaco has grown to serve over 40 markets across the globe, 1,000 employees, 5,000 consultants and \$750M in revenue. Vaco has been named to Inc. magazine's list of the fastest-growing private companies for the past 13 years and was named to Forbes' 2018 & 2019 Lists of America's Best Recruiting Firms.

#### **About Bullhorn**

Bullhorn provides cloud-based CRM and operations solutions for the recruitment industry. Its automated data capture and customer insight technology helps companies engage candidates and win customers. Today, more than 10,000 companies rely on the Bullhorn platform to help increase sales, improve service delivery, and streamline operations. Headquartered in Boston, with offices around the world, Bullhorn employs over 950 people globally. The company is founder-led and backed by Insight Venture Partners.

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