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CloudCall Group plc

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

Appointment of Chief Revenue Officer

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that integrates with Customer Relationship Management ("CRM") platforms, is pleased to announce the immediate appointment of James Maloney as the Group's new Chief Revenue Officer (CRO).

As founder and President of Sales for the unified communications company DSCI Corporation, James has a wealth of experience building, and scaling, direct and channel telecoms sales operations. He successfully grew the business to over \$50m in recurring revenue before selling it to TPx Communications where he has since held the post of Senior Vice President of Sales.

James will be based in CloudCall's Boston office and will be responsible for the strategy, and performance of all revenue operations, from new business sales to account management and customer success. He will be instrumental in helping the Company to scale up sales and revenues, particularly in the US, as well as improving customer experience. Rather than being a full member of the PLC Board, James will report directly into CEO Simon Cleaver as a member of the Executive Committee.

CloudCall CEO, Simon Cleaver commented;

"James' appointment as CRO comes at an important time in CloudCall's journey and the appointment of a US-based CRO underpins our strategy to continue focusing on the US market which already represents over 40% of our global revenues. His impressive background, track record of success and exceptional depth of knowledge and experience within the UCaaS and Contact Centre industry gives us unique skills and insight which will be invaluable to the Group as it continues to grow.

I believe James will contribute significantly to the ongoing development of our strategy to scale the business, in conjunction with our CRM partners, particularly in the North American market, and I'm looking forward to working closely with him."

CloudCall CRO, James Maloney adds;

"I am delighted to be joining the CloudCall team at such an exciting time for the business. CloudCall plays a unique and important role in the UCaaS and Contact Centre industry and is a leader in the evolving Integrated Communications space.

CloudCall's unique CRM-based sales approach and product set present an enormous opportunity, and I look forward to working with Simon, Paul and the leadership team to ensure that CloudCall maximises it's opportunity to become the leading provider of CRM integrated communications."

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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.