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CloudCall Group plc

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

CloudCall Launches in Australia

CloudCall (AIM: CALL), the integrated communications company that provides communications and contact centre software that integrates with Customer Relationship Management ("CRM") platforms, announces the launch of its services in Australia, together with the opening of a regional sales office in Sydney as a launchpad for the eventual expansion of operations into the wider APAC region.

Responding to strong demand from CRM partners and existing and new customers alike, and in line with its aggressive global growth strategy, CloudCall has launched its first regional sales office outside mainland Europe and North America. Being able to provide its services in the region significantly strengthens the Company's global footprint and leverages ongoing investment in its platform to service enterprise customers looking for a single global integrated communications provider.

CloudCall's operations in Australia will be led by Chris Apthorpe, who joins CloudCall from Fuze. Apthorpe's appointment is a key part of CloudCall's ambitious plans for growth across the region and globally.

With almost a decade of experience and more than 42,000 users, headquartered in Leicester in the UK, with operations in London, Boston and now Sydney, CloudCall provides communications with an unrivalled depth of CRM integration. With this exciting new development, the Company continues to lay the foundations for the year ahead with extensive investment in its people, product and processes to drive excellence for its customers and partners alike.

CloudCall CEO, Simon Cleaver commented;

"We're excited to take our leading integrated communications solutions into Australia as the cornerstone of our plans to provide our services across the wider APAC region in due course. Chris' background in the unified communications sector will help CloudCall deliver its exciting plans for growth, and he will be an asset in establishing a strong foothold for CloudCall in Australia."

Chris Apthorpe commented;

"I'm very excited to have joined the CloudCall team to support the business in accelerating its growth across Australia and into the Asia-Pacific market. The product stands out with its deep integration for a whole host of CRMs including; Salesforce, Microsoft Dynamics, Vincere and Zoho. In particular its recruitment sector expertise is a particularly compelling proposition. I am very much looking forward to working closely with our strong ecosystem of partners in the APAC to ensure they can take advantage of our industry leading integrated communication solution."

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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.