

12 March 2020

CloudCall Group plc

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

Appointment of Chief Technology 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 Paul Clark as Chief Technology Officer (CTO).

A highly capable technical and product leader with over 20 years of experience, Paul joins CloudCall on 16th March from Tandem Bank where he is currently CTO, responsible for technology strategy, architecture, engineering and delivery operations. Successes at Tandem include implementing new tools to better manage and analyse vast amounts of data which in turn generates greater customer insight to drive communication and engagement. Paul also significantly improved the use of automation and self-service capability for Tandem, both of which are key to CloudCall's product roadmap.

Prior to Tandem, Paul has held senior technical leadership roles at many well-known brands including HSBC, ITV, BBC and Channel 4. Paul will report directly into CEO Simon Cleaver as a member of the Executive Committee rather than being a full member of the PLC Board.

CloudCall CEO, Simon Cleaver commented;

"Paul's appointment as CTO is another important milestone in our plans to deliver significant scale and growth for CloudCall, demonstrating our continued investment into the business. His appointment ensures we have industry leading technical management for our product and development teams, and his impressive background and track record of success leading technical projects at well-known global brands showcases Paul's unique skill set. The board and I look forward to working with him to drive our product and service capabilities through to the next level."

CloudCall CTO, Paul Clark commented;

"At a time when businesses and employees are looking for the very best digital tools available in the workplace, I am excited to help drive CloudCall's Integrated Communications strategy further ahead."

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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 (BY0) with over 42,000 end-users relying on CloudCall technology to power their communications.