

3 June 2020

**CloudCall Group plc**

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

**Director/PDMR Shareholding**

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that integrates with Customer Relationship Management ("CRM") platforms, announces that Simon Cleaver, Chief Executive Officer, has today purchased 15,000 ordinary shares of 20p each in the Company ("Ordinary Shares") at a purchase price of 83 pence per Ordinary Share.

Following this purchase, Simon Cleaver and his persons closely associated hold a total beneficial interest of 854,344 Ordinary Shares representing approximately 2.2% of the Company's issued share capital.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Simon Cleaver
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	

a)	Name	CloudCall Group plc						
b)	LEI	213800CQVFAG2XRDDA80						
4	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>							
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of 20p each  ISIN: GB00B4XS5145						
b)	Nature of the transaction	Purchase of Ordinary Shares						
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>82.78 pence</td> <td>10,000</td> </tr> <tr> <td>83.00 pence</td> <td>5,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	82.78 pence	10,000	83.00 pence	5,000
Price(s)	Volume(s)							
82.78 pence	10,000							
83.00 pence	5,000							

d)	Aggregated information	
	- Aggregated volume	15,000 ordinary shares
	- Price	83 pence
e)	Date of the transaction	3 June 2020
f)	Place of the transaction	AIM, London Stock Exchange

**For further information, please contact:**

**CloudCall Group plc**

Tel: +44 (0)20 3587 7188

Simon Cleaver, Chief Executive Officer

Paul Williams, Chief Financial Officer

**Canaccord Genuity Limited**

Tel: +44 (0)20 7523 8000

Simon Bridges

Richard Andrews

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