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CloudCall Group plc

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

CloudCall announces partnership with Informunity, Bitrix24 Gold Partner

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that tightly integrates with Customer Relationship Management ("CRM") platforms, has partnered with Informunity who are experienced in delivering sophisticated cloud apps and integrations to Bitrix24's customers.

The new partnership will see CloudCall's powerful Communications software integrated with Bitrix24, a leading business management and collaboration software, offering CRM, project management, collaboration, sales funnel management and reporting tools.

Bitrix24 is used by more than 7m organisations, in 128 countries globally with clients including multi-national automotive and electronics manufacturers, software companies, oil and gas corporations, retailers, banks, not-for-profits and governments.

With a decade of experience delivering integrated communications, CloudCall provides some of the deepest CRM integrations on the market and is the ideal technology partner to help Bitrix24 deliver enhanced communications experiences and invaluable business intelligence to its millions of global users.

Simon Cleaver, CEO of CloudCall, commented:

"We are thrilled to be partnering with Informunity, allowing us to launch and market a feature rich integration Bitrix24 CRM.

We look forward to empowering millions of Bitrix24 users with CloudCall's functionality, as we continue to broaden our reach into additional sectors and find new partners."

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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.