

3 August 2017

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

Notice of Share Option Exercise

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, announces that it has received an exercise notice from a former employee to exercise options over 6,818 ordinary shares of 20p each in the Company ("Ordinary Shares"). Accordingly, the Company has allotted 6,818 new Ordinary Shares to be issued conditional upon admission of the new Ordinary Shares to trading on AIM ("Admission").

The new Ordinary Shares will rank pari passu with the existing Ordinary Shares and application will shortly be made for the new Ordinary Shares to be admitted to trading on AIM. It is expected that Admission will become effective and dealings in the new Ordinary Shares will commence on 9 August 2017.

Following Admission, the Company's issued share capital will consist of 20,067,166 Ordinary Shares with voting rights. Therefore, the total number of voting rights is 20,067,166. This number may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure and Transparency Rules.

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About CloudCall Group Plc

CloudCall is a software and unified communications business that has developed and provides a suite of cloud-based software and telephony products and services. CloudCall's products and services are aimed at enabling organisations to leverage their voice communications more effectively.

The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing CRM software, enabling calls to be made, recorded, logged and categorised from within the customer relationship management (CRM) system with detailed activity reports capable of being easily generated.

The Company has approximately 100 staff based predominantly in Leicester (UK) and Boston (US). The Company currently has approximately 850 customers, equating to just over 20,000 users.