

CloudCall Group plc
("CloudCall", the "Company" or the "Group")
CloudCall announces integration with CEIPAL

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that tightly integrates with Customer Relationship Management ("CRM") platforms, announces it has a new integration with CEIPAL.

Built on CloudCall's 'unify' architecture, the integration brings together CloudCall's communications platform with CEIPAL's AI-Powered Recruitment Software for Staffing Firms & Corporate HR. It will allow CEIPAL's 100,000 users to capture details of every call and SMS and improve the quality of information in their CRM system.

The partnership will see both organisations actively marketing to the 1,600 plus companies that use CEIPAL across the USA, Canada, and the UK.

Commenting on the partnership, CloudCall CEO, Simon Cleaver, said; "This integration is another successful leap forward in CloudCall's plan to build strategic partnerships with like-minded recruitment technology vendors. This integration will significantly enhance CloudCall's position as a critical technology supplier to the recruitment sector and I'm excited to be working with the CEIPAL team. I believe our integration will add significant value across their entire tech portfolio that includes Advanced AI, Passive Candidate Sourcing, End-to-end workflows and process automation."

Sheila Mulrooney, Product Marketing Manager at CEIPAL commented; "We are continually looking for ways to help our clients get the very best from their CEIPAL solutions and help improve their business in innovative ways. The integration with the CloudCall platform will provide a great communication toolkit that our customers will find incredibly easy to onboard and use, especially with remote working and distributed workforces becoming the norm."

As previously announced, the Company will be holding a Capital Markets Day for investors on Thursday 22 October 2020 from 15:00 to 16:30 BST.

To attend this event and learn more about how CloudCall works with its' CRM partners to generate mutual growth, sign up to Investor Meet Company for free and add to meet CloudCall Group Plc via:

<https://www.investormeetcompany.com/cloudcall-group-plc/register-investor>

Investors who have already registered and added to meet the Company, will be automatically invited to this event.

A recording of the event will be available on the Investor Meet Company platform and the Company's website at the end of the event. (<https://www.cloudcall.com/investor/presentations/>)

For further information, please contact:

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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 June 2020, the Company had approximately 170 staff based in Leicester (UK), Boston (US), Sydney (AUS) and Minsk (BY) with over 43,000 end-users relying on CloudCall technology to power their CRM integrated communications.