

2 November 2020

CloudCall Group plc

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

Additional Block Admission and Total Voting Rights

CloudCall (AIM: CALL; OTCQX: CLLL), the integrated communications company that provides unified communications and contact centre software that tightly integrates with Customer Relationship Management ("CRM") platforms, announces that an application has been made to the London Stock Exchange for a block admission of a further 100,000 ordinary shares of 20 pence each ("Ordinary Shares") to be admitted to trading on AIM (the "Block Admission"). This application increases the allowance under the Company's existing block admission, which became effective on 2 May 2018. The Block Admission will be used to facilitate the admission of Ordinary Shares to trading following the exercise of options granted under the Company's 2011 Share Option Plan.

New Ordinary Shares issued following option exercises and admitted to trading under the Block Admission will rank *pari-passu* in all respects with the existing Ordinary Shares.

It is expected that the Block Admission will become effective in the Ordinary Shares on 5 November 2020.

At the time of this application, the Company has 38,768,429 Ordinary Shares in issue admitted to trading on AIM. The Company does not hold any Ordinary Shares in Treasury, therefore the total number of Ordinary Shares in the Company with voting rights is 38,768,429. The above figure of 38,768,429 Ordinary Shares may be used by shareholders in the Company 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 Guidance and Transparency Rules.

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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.