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**PLEASE SEE THE IMPORTANT NOTICES AT THE END OF THIS ANNOUNCEMENT.**

2 March 2021

**CloudCall Group plc**

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

**Results of Accelerated Bookbuild**

CloudCall (AIM: CALL; OTCQX: CLLLF), the integrated communications company that provides unified communications and contact centre software that tightly integrates with Customer Relationship Management ("**CRM**") platforms, is pleased to announce that following the announcement made on 1 March 2021 regarding the proposed conditional Placing and PrimaryBid Offer, the Company has received additional demand to increase the overall size of the fundraise to £7.5 million (total gross proceeds), raising £7.2 million via the placing of 8,845,284 Placing Shares at the Issue Price of 81.5 pence per Placing Share and raising £291k via the placing of 357,169 PrimaryBid Shares at the Issue Price.

The issue of the Placing Shares and PrimaryBid Shares is subject to, *inter alia*, Shareholder approval to enable the issue of the New Ordinary Shares, which will be sought at a General Meeting of the Company expected to be held virtually at 11.00 a.m. on 25 March 2021. In view of current guidance issued by the UK government restricting social gatherings, which would prohibit Shareholders attending the General Meeting, the Company requests that shareholders vote on the Resolutions by appointing the Chairman of the General Meeting as a proxy and giving voting instructions in advance, either using the Form of Proxy via post or through CREST. For the same reasons, the Company, with regret, requests that Shareholders do not attend the General Meeting in person irrespective of whether the restrictions on social gatherings remain in place.

Subject to, *inter alia*, Shareholder approval, the New Ordinary Shares in relation to the EIS / VCT Placing Shares are expected to be admitted to trading on AIM on or around 26 March 2021 and the New Ordinary Shares in relation to the General Placing and PrimaryBid Offer are expected to be admitted to trading on AIM on or around 29 March 2021. Applications will be made in due course to the London Stock Exchange for the New Ordinary Shares to be admitted to trading on AIM.

The New Ordinary Shares, when issued, will be fully paid and will rank pari passu in all respects with the existing Ordinary Shares of the Company.

A circular, containing further details of the Fundraising and convening the General Meeting in order to pass the Resolutions (the "**Circular**") and a form of proxy are expected to be despatched to Shareholders later today. The Circular will thereafter be available on the Company's website at <https://www.cloudcall.com/>.

Canaccord Genuity acted as Nomad, Sole Broker and Bookrunner to the Company on the Placing and PrimaryBid Offer.

### **Next steps**

In order for the Placing and PrimaryBid Offer to proceed, Shareholders are required to approve the proposed issuance of the Placing Shares and the PrimaryBid Shares at the General Meeting.

The expected timetable relating to the Placing and the PrimaryBid Offer is set out below.

#### **EXPECTED TIMETABLE OF PRINCIPAL EVENTS**

Announcement of the Placing and PrimaryBid Offer	1 March 2021
Expected posting of Circular and Forms of Proxy	2 March 2021
Latest time and date for receipt of Forms of Proxy and CREST proxy instructions	11.00 a.m. on 23 March 2021
General Meeting	11.00 a.m. on 25 March 2021
Results of the General Meeting announced through a RIS	25 March 2021
Expected date for EIS/VCT Admission and commencement of dealings of the EIS/VCT Placing Shares	8.00 a.m. on 26 March 2021
Expected date for EIS/VCT Placing Shares to be credited to CREST stock accounts	26 March 2021
Expected date for General Admission and commencement of dealings of the General Placing Shares and PrimaryBid Shares	8.00 a.m. on 29 March 2021
Expected date for General Placing Shares and PrimaryBid Shares to be credited to CREST stock accounts	29 March 2021
Expected date for despatch of definitive share certificates for EIS/VCT Placing Shares	within 10 business days following allotment
Expected date for despatch of definitive share certificates for General Placing Shares and PrimaryBid Shares	within 10 business days following allotment
Long Stop Date	8.00 a.m. on 12 April 2021

Notes:

(i) References to times in this Announcement are to London time (unless otherwise stated).

- (ii) Certain of the events in the above timetable are conditional upon, amongst other things, the approval of the Resolutions to be proposed at the General Meeting.
- (iii) If any of the above times or dates should change, the revised times and/or dates will be notified by an announcement to an RIS.

### **Related Party Transaction**

Gresham House Asset Management Limited ("**Gresham House**") and Canaccord Genuity Wealth Management ("**CGWM**") are each considered to be a 'Substantial Shareholder' under the AIM Rules and are subscribing for 1,349,417 Placing Shares and 2,152,417 Placing Shares respectively. Gresham House are subscribing for EIS/VCT Placing Shares and CGWM are subscribing for 925,430 EIS/VCT Placing Shares and 1,226,987 General Placing Shares. The Placing participation for both Gresham House and CGWM constitutes related party transactions under Rule 13 of the AIM Rules. The Directors consider that, having consulted with Canaccord Genuity, the terms of Gresham House's and CGWM's participation in the Placing are fair and reasonable insofar as Shareholders are concerned.

Terms and definitions used in this announcement shall have the same meaning as ascribed to them in the Company's announcement published yesterday regarding the Placing and Primary Bid Offer unless otherwise stated.

The person responsible for arranging the release of this announcement on behalf of the Company is Simon Cleaver, Chief Executive Officer, of the Company.

For further information please visit <https://www.cloudcall.com/> or contact:

### **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 December 2020, the Company had approximately 160 staff based in Leicester (UK), Boston (US), Sydney (AUS) and Minsk (BY) with over 48,000 end-users relying on CloudCall technology to power their CRM integrated communications.

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The information contained in this Announcement is for information purposes only and does not purport to be full or complete. No reliance may be placed for any purpose on the information contained in this announcement or its accuracy, fairness or completeness.

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Canaccord Genuity is authorised and regulated by the Financial Conduct Authority ("**FCA**") in the United Kingdom and is acting exclusively for the Company and no one else in connection with the Placing, and Canaccord Genuity will not be responsible to anyone (including any Placees) other than the Company for

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This Announcement contains (or may contain) certain forward-looking statements with respect to certain of the Company's current expectations and projections about future events and the Company's future financial condition and performance. These statements, which sometimes use words such as "aim", "anticipate", "believe", "may", "will", "should", "intend", "plan", "assume", "estimate", "expect" (or the negative thereof) and words of similar meaning, reflect the Directors' current beliefs and expectations and involve known and unknown risks, uncertainties and assumptions, many of which are outside the Company's control and difficult to predict, that could cause actual results and performance to differ materially from any expected future results or performance expressed or implied by the forward-looking statement. Any forward-looking statements made in this announcement by or on behalf of the Company speak only as of the date they are made. These forward-looking statements reflect the Company's judgment at the date of this announcement and are not intended to give any assurance as to future results. Except as required by the FCA, the London Stock Exchange, the AIM Rules or applicable law, the Company expressly disclaims any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements contained in this announcement to reflect any changes in the Company's expectations with regard thereto or any changes in events, conditions or circumstances on which any such statement is based.