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2 March 2021

CloudCall Group plc

("CloudCall" or the "Company")

Posting of documents in relation to the Conditional Placing and PrimaryBid Offer

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, is pleased to confirm that, further to the announcements made on 1 March 2021 and today (the "Fundraising Announcements"), it has today posted a copy of the Circular, the Notice of General Meeting and associated Form of Proxy to shareholders.

In light of public health advice in response to the COVID-19 outbreak, including the limit on public gatherings, the General Meeting will be held as a virtual closed meeting with the minimum number of Shareholders legally required to be present. Shareholders will not be permitted to attend in person therefore the Company strongly encourages all Shareholders to submit their completed and signed Form of Proxy appointing the Chairman as their proxy, in accordance with the instructions printed thereon so as to be received, by post or, during normal business hours only, by hand to Link Group, PXS 1, Central Square, 29 Wellington Street, Leeds, LS1 4DL, as soon as possible but in any event so as to arrive by not later than 11.00 a.m. on 23 March 2021 (or, in the case of an adjournment of the General Meeting, not later than 48 hours before the time fixed for the holding of the adjourned meeting (excluding any part of a day that is not a business day)).

The above documents will shortly be available on the Company's website.

Terms and definitions used in this announcement shall have the same meaning as ascribed to them in the Fundraising Announcements unless otherwise stated.

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Sam Lucas (ECM)

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.