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25 March 2021

CloudCall Group plc

("CloudCall" or the "Company")

Result of General Meeting

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, further to the announcements made 1 March 2021 and 2 March 2021 (the "**Fundraising Announcements**"), at the General Meeting held virtually earlier today at 11.00 a.m. (UK) all resolutions were duly passed. Accordingly, the Placing and PrimaryBid Offer are expected to complete, conditional on each Admission, at 8.00 a.m. on 26 March 2021 for the EIS/VCT Placing Shares and at 8.00 a.m. on 29 March 2021 for the General Placing Shares and the PrimaryBid Shares.

Issue of Equity, Admissions and Total Voting Rights

A total of 9,202,453 Ordinary Shares are being issued and allotted pursuant to the Placing and PrimaryBid Offer comprising of 8,845,284 Placing Shares and 357,169 PrimaryBid Shares. The Placing Shares and the PrimaryBid Shares are being credited as fully paid and will be identical to and rank *pari passu* in all respects with the existing Ordinary Shares.

Applications have been made to the London Stock Exchange for the issue of 9,202,453 Ordinary Shares to be admitted to trading on AIM. The admission of 5,521,472 Ordinary Shares is expected to take place at 8.00 a.m. on 26 March 2021 for the EIS/VCT Placing Shares and the admission of 3,680,981 Ordinary Shares is expected to take place at 8.00 a.m. on 29 March 2021 for the General Placing Shares and PrimaryBid Shares.

Following the General Admission on 29 March 2021, the issued share capital of the Company will consist of 48,029,216 Ordinary Shares, with one voting right each. The Company does not hold any shares in treasury.

The above figure 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 FCA's Disclosure Guidance and Transparency Rules.

The 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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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.