

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS (to be sent to the relevant issuer and to the FCA in Microsoft Word format if possible)ⁱ

1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁱⁱ :		CLOUDCALL GROUP PLC		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
Non-UK issuer				<input type="checkbox"/>
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments				<input type="checkbox"/>
An event changing the breakdown of voting rights				<input checked="" type="checkbox"/>
Other (please specify) ⁱⁱⁱ :				<input type="checkbox"/>
3. Details of person subject to the notification obligation ^v				
Name		CANACCORD GENUITY GROUP INC		
City and country of registered office (if applicable)		VANCOUVER, CANADA		
4. Full name of shareholder(s) (if different from 3.) ^v				
Name		DISCRETIONARY CLIENTS		
City and country of registered office (if applicable)		As above		
5. Date on which the threshold was crossed or reached ^{vi} :		29 MARCH 2021		
6. Date on which issuer notified (DD/MM/YYYY):		30 MARCH 2021		
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer ^{vii}
Resulting situation on the date on which threshold was crossed or reached	12.9851		12.9851	48,029,216
Position of previous notification (if applicable)	11.2962		11.2962	

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}			
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity ^{xiv} (please add additional rows as necessary)			X
Name^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
Canaccord Genuity Group Inc.	12.9851		12.9851
Canaccord Genuity Wealth Group Holdings Limited	12.9851		12.9851
Canaccord Genuity Wealth Group Holdings (Jersey) Limited	12.9851		12.9851
Canaccord Genuity Wealth Group Limited	12.9851		12.9851
Hargreave Hale Ltd	12.9851		12.9851

10. In case of proxy voting, please identify:	
Name of the proxy holder	
The number and % of voting rights held	
The date until which the voting rights will be held	

11. Additional information^{xvi}
The change in the percentage of shares held is due entirely to participation in the placing (tranche 2 of 2) by CloudCall Group plc, the shares from which were admitted to AIM on 29/03/2021.

Place of completion	BLACKPOOL, ENGLAND
Date of completion	30 MARCH 2021