

6 April 2021

**CloudCall Group plc**

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

**Director/PDMR Shareholding**

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, was notified on 1 April 2021, that Gary Browning, Non-Executive Director of the Company, transferred 65,000 ordinary shares of 20p each in the Company ("Ordinary Shares") from his existing SIPP into a new SIPP account.

As a result of result of the transfer, there was no change in Mr Browning's total beneficial interest of 65,000 Ordinary Shares representing approximately 0.14% of the Company's issued share capital.

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Gary Browning
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	

a)	Name	CloudCall Group plc				
b)	LEI	213800CQVFAG2XRDDA80				
<b>4</b>	<b>Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</b>					
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary Shares of 20p each  ISIN: GB00B4XS5145				
b)	Nature of the transaction	Transfer of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>N/A</td> <td>65,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	N/A	65,000
Price(s)	Volume(s)					
N/A	65,000					

d)	Aggregated information	
	- Aggregated volume	65,000 ordinary shares
	- Price	N/A pence
e)	Date of the transaction	31 March 2021
f)	Place of the transaction	AIM, London Stock Exchange

**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.