

30 April 2021

## **CloudCall Group plc**

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

### **Posting of Annual Report, Notice of AGM and Investor Meeting**

CloudCall (AIM: CALL), a leading cloud-based software business that integrates communications technology into Customer Relationship Management (CRM) platforms, announces that its Annual Report and Accounts for the financial year ended 31 December 2020 and the Notice of its 2021 Annual General Meeting ("AGM") have been posted to shareholders and is now available on the Group's website at:

<https://www.cloudcall.com/investor-zone/>.

The Company will also host an online investor meeting to discuss its 2020 results and to provide an update on 2021 trading to date with the opportunity for Q&A after the AGM has concluded, with the meeting details set out below.

#### **AGM and COVID-19**

The Company's AGM will be held as a virtual closed meeting on 24 May 2021 at 11.00a.m. (UK).

Given the current COVID-19 pandemic and the associated UK Government's restrictions on public gatherings and guidance to continue to work from home where possible, which are in place at the time of issuing the Notice, the AGM will only address the formal matters contained in the Notice of Meeting. Attendance by shareholders is not considered as 'essential for work purposes' and so would not be permitted under the current restrictions. Shareholders may not attend the meeting in person.

All shareholders of the Company are strongly encouraged to submit their voting intentions in accordance with the notes as set out within the Notice of AGM. For the avoidance of doubt voting intentions must be received by the Company's registrars by no later than 11.00 a.m. on 20 May 2021.

Shareholders will be able to raise any questions ahead of the AGM as described in their Notice of AGM.

#### **Investor Meeting**

The Company will be hosting an interactive presentation through the digital platform Investor Meet Company at 1.00 p.m. (UK) on Monday 24 May 2020.

The Company is committed to ensuring that there are appropriate communication structures for all elements of its shareholder base so that its strategy, business model and performance are clearly understood.

- The online presentation is open to all existing and potential shareholders.
- Questions can be submitted any time during the live presentation, via the "Ask a Question" function. Whilst the Company may not be in a position to answer every question it receives, it will seek to respond to the most prominent questions within the confines of information already disclosed to the market. Responses to the Q&A from the live presentation will be published at the earliest opportunity on the Investor Meet Company platform.
- Investor feedback can also be submitted directly to management post the event to ensure the company can understand the views of all elements of its shareholder base.

Investors can sign up to Investor Meet Company for free and add to meet Cloudcall via: <https://www.investormeetcompany.com/cloudcall-group-plc/register-investor>

Investors who have already registered and added to meet the Company, will be automatically invited.

**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.