

24 May 2021

CloudCall Group plc

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

AGM trading update and investor meeting

CloudCall (AIM: CALL), the integrated communications company that provides unified communications and contact centre software that integrates with Customer Relationship Management ("CRM") platforms, provides a trading update covering the FY21 year-to-date ahead of the Group's Annual General Meeting due to take place today at 11.00 a.m. (UK time).

Trading update

Further to the Group's final results for the year ended 31 December 2020 that were published on 31 March 2021, the Group confirms that trading for the year so far is in line with the Board's expectations.

Simon Cleaver, CloudCall CEO, commented;

"CloudCall's well-documented 'year of two halves' is now firmly in the rear-view mirror, and I'm delighted to report that the deep-V recovery we saw in 2H 2020 has continued into 2021, with sales activity continuing to strengthen across all territories.

The recruitment sector, still the mainstay of our target market, has enjoyed a particularly powerful recovery with approximately 70% of recruitment firms expecting to grow revenues in 2021. This remarkable recovery is one of the factors behind the increased new customer wins and additional orders from existing customers that we have witnessed since the beginning of the year.*

With both new business sales and upsells now running above pre-pandemic levels, revenue and platform usage is climbing steadily so that monthly recurring revenue, SMS and voice minutes are all at record highs and net renewal rates are back above 100%.

The other factor that's helping sales and bodes well for the future, is home working. I believe remote and hybrid working practices are here to stay and are a considerable contributor to businesses accelerating their digital transformation with the adoption of products like ours that help manage remote staff. CloudCall's ability to link communications and CRMs is particularly relevant in this new world.

We continue to focus on expanding our addressable market by pursuing additional CRM partnerships and are particularly excited by the level of engagement with Propertybase, taking us squarely into the Real Estate vertical. With a potential target market of 200,000+ users, we are fully focused on ensuring that our integration is built with customer's needs front and central and we are about to embark on a beta program to ensure this is the case before scaling the commercial launch in a few months' time.

Operating costs are tracking in-line with our previous expectations for 2021 at ~11% OPEX growth - adding back the £1.3 million of one-time COVID-19 related savings in 2020. We continue to focus on our core financial objective to drive revenue growth of ~18% to ~£14+ million in 2021.

Furthermore, in 2022 we believe we can achieve revenue growth of ~25% to ~£17.5million, whilst limiting operating costs growth to ~12% and are still targeting EBITDA break-even during 2023. Our ambition remains to achieve a £50 million revenue run-rate during 2026."

All numbers are calculated on a constant currency basis.

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.

**Bullhorn's Global Recruitment Insights & Data survey*

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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.