

9 August 2021

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

**Director Change**

CloudCall (AIM: CALL, OTCQX: CLLL), a leading cloud-based software business that integrates communications technology with Customer Relationship Management (CRM) platforms, announces that Gary Browning, Non-Executive Director, has informed the Board that, in order to focus on off market PE backed opportunities, he wishes to step down with immediate effect. Concurrently, CloudCall announces the appointment of Carl Farrell as Non-Executive Director to the Board with immediate effect.

Carl is an accomplished Global Executive and Board Member with a portfolio of broad experiences gained from working with successful and innovative technology companies internationally. Carl has spent his career delivering growth and value by bringing new technologies to market in large and small environments and helping his customers leverage technology to achieve their goals.

Peter Simmonds, Non-Executive Chairman commented:

“I am delighted to welcome Carl to the CloudCall board. Carl brings a wealth of international tech business experience and has an impressive track record helping drive growth and value across both public and private sector companies. I am looking forward to working with Carl and am sure the business will benefit greatly from the fresh perspective that his experience will bring to the board.

I would also like to take this opportunity to thank Gary Browning for his support and wise input over the past five years. Gary's knowledge, contacts and insight of the recruitment world have been specifically valuable as CloudCall expanded into that vertical and his prior experience as an AIM CEO has been very welcome on the growth journey over that time.”

The following information is disclosed in accordance with Rule 17 and paragraph (g) of Schedule 2 of the AIM Rules for Companies in connection with the appointment of Carl Farrell to the Board of the Company:

Full name:	Carl Timothy Farrell
Age:	59 years
Current directorships:	Basware Corporation Dalet S.A.
Former directorships (previous 5 years):	SAS Institute Altus Group Limited
Beneficial interest in the equity securities of CloudCall:	None

There is no further information required to be disclosed under Rule 17 or paragraph (g) of Schedule 2 of the AIM Rules for Companies.

**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.