

18 October 2017

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

Notice of Share Option Exercise and Issue of Equity

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, announces that it has received an exercise notice from an employee to exercise options over 6,047 ordinary shares of 20p each in the Company ("Ordinary Shares"). Accordingly, the Company has allotted 6,047 new Ordinary Shares and applied for admission of the new Ordinary Shares to trading on AIM ("Admission"). It is expected that Admission will become effective and dealings in the new Ordinary Shares will commence on 24 October 2017.

Following Admission, the Company's issued share capital will consist of 22,563,278 Ordinary Shares with voting rights. This number may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

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About CloudCall Group Plc

CloudCall is a software and unified communications business that has developed and provides a suite of cloud-based software and telephony products and services. CloudCall's products and services are aimed at enabling organisations to leverage their voice communications more effectively.

The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing CRM software, enabling calls to be made, recorded, logged and categorised from within the customer relationship management (CRM) system with detailed activity reports capable of being easily generated.

At the end of June 2017, the Company had approximately 100 staff based predominantly in Leicester (UK) and Boston (US) and currently has approximately 20,200 users.