

15 September 2021

CloudCall Group plc

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

Director/PDMR Shareholding

CloudCall (AIM: CALL, OTCQX: CLLLF), a leading cloud-based software business that integrates communications technology into Customer Relationship Management (CRM) platforms, announces that Simon Cleaver, Chief Executive Officer, has today purchased 26,000 ordinary shares of 20p each in the Company ("Ordinary Shares") at a purchase price of 56.7 pence per Ordinary Share.

Following this purchase, Simon Cleaver and his persons closely associated hold a total beneficial interest of 880,344 Ordinary Shares representing approximately 1.8% of the Company's issued share capital.

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

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Simon Cleaver
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CloudCall Group plc

b)	LEI	213800CQVFAG2XRDDA80				
4	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 20p each ISIN: GB00B4XS5145				
b)	Nature of the transaction	Purchase 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>56.7 pence</td> <td>26,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	56.7 pence	26,000
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56.7 pence	26,000					

d)	Aggregated information	
	- Aggregated volume	26,000 ordinary shares
	- Price	56.7 pence
e)	Date of the transaction	15 September 2021
f)	Place of the transaction	AIM, London Stock Exchange

For further information, please contact:

CloudCall Group plc

Tel: +44 (0)20 3587 7188

Simon Cleaver, Chief Executive Officer

Paul Williams, Chief Financial Officer

Canaccord Genuity Limited

Tel: +44 (0)20 7523 8000

Simon Bridges

Richard Andrews

Thomas Diehl

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.