

23 November 2017

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

Launch of updated Bullhorn Integration

- Rollout of new integration to Bullhorn users progressing to plan
- Built using CloudCall's new unified software architecture platform

CloudCall (AIM: CALL), a leading cloud-based software business that integrates communications into Customer Relationship Management (CRM) platforms, is pleased to announce the launch of its updated and enhanced software solution for Bullhorn.

The updated solution significantly improves user interface and provides a more intuitive user journey. Feedback from customers who have trialled or beta tested the new integration has been highly positive.

The new integration has been built on CloudCall's new unified software architecture platform (the 'Platform'). Historically, CloudCall has built bespoke solutions for each CRM partner, resulting in differing levels of functionality and considerable development overheads associated with maintaining multiple bespoke software bases.

All new Bullhorn customers are now being set up on the updated Platform and existing Bullhorn customers will be transitioned during the coming weeks.

By adopting a centralised approach, the new unified Platform significantly streamlines that process, allowing CloudCall to reuse the same code base for multiple CRMs integrations. This in turn improves consistency and enables CloudCall to better utilise its software engineers by focussing on developing additional and complementary products and services.

This centralised architecture also provides the foundations and framework that CloudCall will use to launch the messaging and SMS modules due in 2018. In addition, the simplified interface will allow CloudCall to seamlessly integrate with a broader range of CRM providers.

Other CRMs will be transitioned onto the new architecture in the coming months.

Simon Cleaver, Chief Executive Officer of CloudCall, commented:

"We are pleased to announce the successful launch of this architecture and integration and delighted to report that the early feedback on the product from those using it has been so positive. The new integration has been designed in consultation with our users and we feel we have successfully developed a far more streamlined interface for customers to use."

"We believe the new architecture on which the product sits really has the potential to speed up our go to market strategy and simplify the way we engage with our CRM partners and customers. By centralising our solutions under one unified design architecture, we can greatly reduce our maintenance overhead, whilst focusing our attention on feature enhancement and adding additional users."

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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 had approximately 20,200 users.