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This announcement contains inside information

CloudCall Group plc
(“CloudCall” or the “Company”)

Update on Bullhorn strategic partnership

CloudCall successfully deployed across EMEA - U.S. pilot now commencing

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, is pleased to announce the expansion of the Company’s relationship with Bullhorn, Inc. (“Bullhorn”), a market leading CRM provider, which has now commenced a pilot scheme of CloudCall’s software for its own U.S. staff. The decision follows the previously announced deployment of CloudCall’s software across Bullhorn’s EMEA sales teams.

The combined offering of Bullhorn’s CRM with CloudCall’s software solution has been shown to significantly enhance sales productivity for Bullhorn’s customers, with increased visibility into salesperson effectiveness through real-time auditing of phone calls, training and quality assurances. Furthermore, Bullhorn believes that the combined solution will likely result in increased customer satisfaction and reduced customer churn.

This pilot trial of CloudCall software with Bullhorn’s own sales personnel from its offices in Boston, Massachusetts will help further demonstrate to Bullhorn’s existing and prospective customer base the efficiencies that result from integrating CloudCall’s software into its CRM platform.

CloudCall continues to make good progress with Bullhorn as a key CRM platform partner. The Company believes that there is a significant growth opportunity to replicate CloudCall’s success with Bullhorn’s UK customer base across its extensive U.S. footprint, where the Company is currently only servicing a small proportion of Bullhorn customers.

Simon Cleaver, CEO of CloudCall, commented: “This is a strategically significant development for CloudCall as we seek to speed up our penetration of Bullhorn’s existing and prospective customer base.

“The fact that Bullhorn has itself selected our software for internal use and, in doing so, enable their U.S. customer-facing employees to experience our product first-hand, is another endorsement of the strength of our product.

“We are looking forward to building on this already strong partnership and further developing our North American operations.”

Mike Restivo, Chief Revenue Officer at Bullhorn, commented: “CloudCall is so easy to use and works with our existing systems. The operational benefits through integration of the CloudCall solution have also resulted in a significant improvement in sales productivity.”

Art Papas, CEO of Bullhorn, said: “The progress that Bullhorn and CloudCall are making together is clearly evident. Our partnership with CloudCall is producing a powerful analytical experience for an increasing number of Bullhorn customers at all levels – with the enhancements we have seen

internally at Bullhorn EMEA through integration of the software, we are extremely confident about the welcome the product will receive throughout our customer base.”

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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. The Company has approximately 90 staff based predominantly in Leicester (UK) and Boston (US). The Company currently has approximately 750 customers, equating to over 16,000 users.

About Bullhorn, Inc.

Bullhorn is the global leader in CRM and operations software for the recruitment industry. More than 7,000 firms rely on Bullhorn's cloud-based platform to drive sales, build relationships, and power their recruitment processes from end to end. Headquartered in the United States, with offices around the world, Bullhorn employs more than 600 people globally. The company is founder-led and backed by Vista Equity Partners. To learn more, visit www.bullhorn.com or follow @Bullhorn on Twitter.