

1 February 2017

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

Holdings in Company

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, announces that the Company was yesterday informed by City Financial Investment Company Limited ("City Financial") that, on 27 January 2017, it purchased 635,781 ordinary shares in CloudCall, through its Absolute Equity Fund. As at 30 January 2017, City Financial held a total of 645,781 ordinary shares in the Company, representing approximately 3.22 per cent. of its issued share capital.

For further information, please contact:

Simon Cleaver	CloudCall Group plc	+44 (0)20 3587 7188
Stephen Keys / Callum Davidson / Alex Ayles	Cenkos Securities (Nominated Adviser and Broker)	+44 (0)20 7397 8900
Ben Simons / Jeremy Garcia / Fiona Henson	Vigo Communications	+44 (0)20 7830 9704

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 manage their voice communications more effectively.

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

As at 30 June 2016, CloudCall had approximately 750 customers, equating to approximately 13,300 users. The Company will update its customer and user numbers when it publishes full accounts later in the year.