

31 January 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 1,271,561 ordinary shares in the Company held by a former director, Mark Seemann, were successfully placed with two new institutional investors on 27 January 2017. Following this sale, Mr Seemann no longer holds a notifiable interest in the Company.

The full TR-1 notification in relation to Mark Seemann's holdings in CloudCall appears in the appendix to this announcement below.

TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES

1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:	CloudCall Group plc
2 Reason for the notification (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	<input checked="" type="checkbox"/>
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	<input type="checkbox"/>
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	<input type="checkbox"/>
An event changing the breakdown of voting rights	<input type="checkbox"/>
Other (please specify):	<input type="checkbox"/>
3. Full name of person(s) subject to the notification obligation:	Mark Seemann
4. Full name of shareholder(s) (if different from 3.):	N/A
5. Date of the transaction and date on which the threshold is crossed or reached:	27 January 2017
6. Date on which issuer notified:	30 January 2017
7. Threshold(s) that is/are crossed or reached:	Less than 3%

8. Notified details:							
A: Voting rights attached to shares							
Class/type of shares if possible using the ISIN CODE	Situation previous to the triggering transaction		Resulting situation after the triggering transaction				
	Number of Shares	Number of Voting Rights	Number of shares	Number of voting rights		% of voting rights	
			Direct	Direct	Indirect	Direct	Indirect
GB00B4XS5145	1,367,883	1,367,883	96,322	96,322		0.48%	

B: Qualifying Financial Instruments				
Resulting situation after the triggering transaction				
Type of financial instrument	Expiration date	Exercise/ Conversion Period	Number of voting rights that may be acquired if the instrument is exercised/ converted.	% of voting rights

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date	Exercise/ Conversion period	Number of voting rights instrument refers to	% of voting rights	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
96,322	0.48%

9. Chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held, if applicable:

Proxy Voting:

10. Name of the proxy holder:

11. Number of voting rights proxy holder will cease to hold:

12. Date on which proxy holder will cease to hold voting rights:

13. Additional information:

14. Contact name:

Mark Seemann

15. Contact telephone number:

For further information, please contact:

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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 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.