

15 November 2016

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

Director/PDMR Shareholding

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, was notified that, on 14 November 2016, Gary Browning, Non-executive Director, purchased 50,000 ordinary shares of 20p each ("Ordinary Shares") in the Company at a price of 53 pence per share. These shares were purchased for the benefit of his self-invested personal pension (SIPP).

Following the transaction, Mr Browning now has a total interest in 50,000 Ordinary Shares, representing approximately 0.25% of the Company's issued share capital.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Gary Browning
2	Reason for the notification	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CloudCall Group plc
b)	LEI	N/A
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	Ordinary Shares of 20p each
	Identification code	ISIN: GB00B4XS5145

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 approximately 13,300 users.