

For filings with the FCA include the annex

For filings with issuer exclude the annex

## TR-1: NOTIFICATION OF MAJOR INTEREST IN SHARES<sup>i</sup>

<b>1. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached:</b> <sup>ii</sup>	Cloudcall Group plc
<b>2 Reason for the notification</b> (please tick the appropriate box or boxes):	
An acquisition or disposal of voting rights	Yes
An acquisition or disposal of qualifying financial instruments which may result in the acquisition of shares already issued to which voting rights are attached	No
An acquisition or disposal of instruments with similar economic effect to qualifying financial instruments	No
An event changing the breakdown of voting rights	Yes
Other (please specify): <b>See box 13</b>	No
<b>3. Full name of person(s) subject to the notification obligation:</b> <sup>iii</sup>	Livingbridge VC LLP
<b>4. Full name of shareholder(s)</b> (if different from 3.): <sup>iv</sup>	Baronsmead Venture Trust plc - 5.64% Baronsmead Second Venture Trust plc - 5.64% Baronsmead VCT 5 plc - 1.25%
<b>5. Date of the transaction and date on which the threshold is crossed or reached:</b> <sup>v</sup>	14/10/2016
<b>6. Date on which issuer notified:</b>	18/10/2016
<b>7. Threshold(s) that is/are crossed or reached:</b> <sup>vi, vii</sup>	2% - 12%

8. Notified details:							
A: Voting rights attached to shares <sup>viii, ix</sup>							
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 <sup>x</sup>	
			Direct	Direct <sup>xi</sup>	Indirect <sup>xii</sup>	Direct	Indirect
GB00B4XS5145 GBP0.20	200,000	1.2%			2,513,521		12.5%

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

C: Financial Instruments with similar economic effect to Qualifying Financial Instruments <sup>xv, xvi</sup>						
Resulting situation after the triggering transaction						
Type of financial instrument	Exercise price	Expiration date <sup>xvii</sup>	Exercise/ Conversion period <sup>xviii</sup>	Number of voting rights instrument refers to	% of voting rights <sup>xix, xx</sup>	
					Nominal	Delta

Total (A+B+C)	
Number of voting rights	Percentage of voting rights
2,513,521	12.5%

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

Livingbridge VC LLP  
Baronsmead Venture Trust plc - 5.64%  
Baronsmead Second Venture Trust plc - 5.64%  
Baronsmead VCT 5 plc - 1.25%

Registered in the name of Chase Nominees Ltd

**Proxy Voting:**

<b>10. Name of the proxy holder:</b>	Livingbridge VC LLP
<b>11. Number of voting rights proxy holder will cease to hold:</b>	N/A
<b>12. Date on which proxy holder will cease to hold voting rights:</b>	N/A

<b>13. Additional information:</b>	
<b>14. Contact name:</b>	Karen Huxley
<b>15. Contact telephone number:</b>	020 7506 5643