

14 October 2016

*This announcement contains inside information*

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

**Board Changes**

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, announces the following Board changes, including the appointment of Gary Browning, previously CEO of Penna Consulting plc, as Non-Executive Director.

CloudCall today confirms that Alan (Graham) Ward, current Non-Executive Director, has announced his intention to retire from the Board at the end of this year, after four years of service. In addition, Mark Seemann, President and Executive Director, has decided to step down from his role with immediate effect. Mark has played a crucial role in the development of the core CloudCall platform and building the Company to where it is today. As an entrepreneur with a track record seeding start-up technology companies, he has expressed a desire to return to earlier stage businesses. Given that CloudCall has made substantial strategic progress over the last few years, Mark has decided that the time is right to step down and pursue other opportunities that leverage his skills and expertise.

Mark has entered into a lock-in and orderly market agreement such that his shares in the Company will be locked in for a period of four months, followed by a further period of six months subject to orderly market requirements.

Separately, the Company is pleased to announce that Gary Browning has joined the Board as Non-Executive Director with immediate effect. Gary has substantial experience and expertise in the recruitment sector, having held the role of CEO at Penna Consulting plc for more than ten years. During his time at Penna, Gary was responsible for developing the business into three distinct but highly complementary divisions – talent, recruitment, career services.

**Peter Simmonds, Chairman of CloudCall, commented:** *“Firstly, I would like to take this opportunity to thank both Mark and Graham for their contribution to CloudCall, and wish them well with their future endeavours. They have both made a significant contribution to CloudCall and we wish them every success.*

*“Secondly, we are delighted to welcome Gary to the Board. Gary brings a wealth of experience from both the capital markets and recruitment industry, one of CloudCall’s key markets. We believe his experience and market profile will be invaluable to CloudCall as we continue to expand our product and market reach.*

*“The appointment of Gary further strengthens the Board, and I am confident that with the skills and experience we have within the team, we are well placed to continue to execute on our strategic ambitions.”*

**Mark Seemann, President and Co-Founder of CloudCall, commented:** *“Five years ago I co-founded CloudCall with just four people in order to realise the vision of integrating realtime communications*

*with the worlds CRM software. The business has grown rapidly through the startup and early stage phases and now has strong recurring revenues and a growing using base. I feel it is now time for me to move on to explore further opportunities in the Cloud space. It has been a privilege to work with such hardworking and talented people and I wish the business continued success in the future."*

**The following information is disclosed pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies:**

Mr Gary Browning, aged 56, holds or has held the following directorships or partnerships in the past five years:

**Current:**

Westcliff Villas Facilities Limited  
Vikaas Talent Limited

**Previous:**

Penna Consulting plc  
Penna Management Services plc  
Penna plc  
Penna Assessment Limited  
Group Counselling Services Plc  
Savile Group Plc

Gary currently holds no interest in the ordinary share capital, or other securities, in the Company.

Save as disclosed, there are no other disclosures required in relation to Rule 17 or paragraph (g) of Schedule 2 of the AIM Rules for Companies.

**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 9701

**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 approximately 13,300 users.