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RNS REACH

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

Appointment of Bullhorn Partner Director

Appointment of former Bullhorn Head of US Strategic Alliances significantly enhances US team

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into Customer Relationship Management (CRM) platforms, is pleased to announce the appointment of Nate Bishop as Bullhorn - Partner Director. Nate will be based in CloudCall's Boston office and will be responsible for continuing to develop and grow the Company's deepening global strategic alliance with its key partner, Bullhorn.

Nate joins CloudCall, having spent the last three years at Bullhorn in the North American Sales Division, latterly as Head of US Strategic Alliances, where he was involved in managing and supporting Bullhorn's partnership with CloudCall.

As Bullhorn Partner Director, Nate will lead a dedicated sales and support team, focusing on customer acquisition and revenue growth as well as helping educate Bullhorn's staff and customers on the advantages and benefits of integrating CloudCall's solution into their CRM platform.

Simon Cleaver, CEO of CloudCall, commented:

"We are delighted to welcome Nate to the team. His experience at Bullhorn and his unique knowledge of their customers and product will be invaluable as we continue to deliver CloudCall to an increasing proportion of Bullhorn's user base.

"Nate's decision to join us, reinforces our view that CloudCall has strategic value for Bullhorn's customers, significantly increasing our ability to capitalise on what is undoubtedly a sizeable opportunity. This appointment has been made with the full blessing of Bullhorn, and is yet further evidence of the continued strengthening relationship between our companies. Indeed, this strengthening of relationship can be directly attributed to the increased lead flow we are witnessing – with Q3 2016 being our most successful quarter to date for new Bullhorn orders."

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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 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. At 30 June 2016, the Company had 90 staff based predominantly in Leicester (UK) and Boston (US), and approximately 750 customers, equating to approximately 13,300 users.