

25 August 2016

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

Director/PDMR Dealings

Further to admission of the Firm Placing Shares to trading on AIM today, and the Company's announcement of 5 August 2016 regarding Director/PDMR subscriptions for Firm Placing Shares, CloudCall announces that the following Directors/PDMRs have acquired Firm Placing Shares in the following amounts:

Director/PDMR	Number of Firm Placing Shares acquired	Resultant holding
Mark Seemann*	17,391	1,367,883
Paul Williams *	24,347	110,304
Andrew Jones *	17,391	70,688
Graham Ward *	17,391	355,981
Sophie Tomkins	17,391	39,987
Peter Simmonds	40,000	178,055
Simon Cleaver	17,391	795,660

**Shares purchased for the benefits of their self-invested personal pensions (SIPPs).*

Capitalised terms shall have the same meaning as those defined in the Company's announcement published on 5 August 2016.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulations, provides further detail in respect of the transactions as described above.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Mark Seeman
2	Reason for the notification	
a)	Position/status	President, Co-Founder and 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 Identification code	Ordinary Shares of 20p each ISIN: GB00B4XS5145				
b)	Nature of the transaction	Acquisition of Ordinary Shares of 20p each into self-invested personal pensions (SIPP).				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>£0.575 per share</td> <td>17,391</td> </tr> </tbody> </table>	Price(s)	Volume(s)	£0.575 per share	17,391
Price(s)	Volume(s)					
£0.575 per share	17,391					
d)	Aggregated information - Aggregated volume - Price	17,391 £9,999.83				
e)	Date of the transaction	25 August 2016				
f)	Place of the transaction	London Stock Exchange (AIM)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Paul Williams
2	Reason for the notification	

a)	Position/status	Finance 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						
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Price(s)	Volume(s)						
£0.575 per share	24,347						
d)	Aggregated information - Aggregated volume - Price	<p>24,347</p> <p>£13,999.53</p>					
e)	Date of the transaction	25 August 2016					
f)	Place of the transaction	London Stock Exchange (AIM)					

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1	Details of the person discharging managerial responsibilities / person closely associated					
a)	Name	Andrew Jones				
2	Reason for the notification					
a)	Position/status	Chief Operating Officer, US Operations				
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				
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£0.575 per share	17,391					
d)	Aggregated information					

	- Aggregated volume	17,391
	- Price	£9,999.83
e)	Date of the transaction	25 August 2016
f)	Place of the transaction	London Stock Exchange (AIM)

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Graham Ward
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

b)	Nature of the transaction	Acquisition of Ordinary Shares of 20p each into self-invested personal pensions (SIPP).	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		£0.575 per share	17,391
d)	Aggregated information		
	- Aggregated volume	17,391	
	- Price	£9,999.83	
e)	Date of the transaction	25 August 2016	
f)	Place of the transaction	London Stock Exchange (AIM)	

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Sophie Tomkins
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 Identification code	Ordinary Shares of 20p each ISIN: GB00B4XS5145				
b)	Nature of the transaction	Acquisition of Ordinary Shares of 20p each.				
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e)	Date of the transaction	25 August 2016				
f)	Place of the transaction	London Stock Exchange (AIM)				

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Peter Simmonds
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman
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				
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Price(s)	Volume(s)					
£0.575 per share	40,000					
d)	Aggregated information - Aggregated volume - Price	40,000 £23,000.00				
e)	Date of the transaction	25 August 2016				
f)	Place of the transaction	London Stock Exchange (AIM)				

1	Details of the person discharging managerial responsibilities / person closely associated
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a)	Name	Simon Cleaver				
2	Reason for the notification					
a)	Position/status	Chief Executive Officer				
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				
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For further information, please contact:

Simon Cleaver	CloudCall Group plc	+44 (0)20 3587 7188
Stephen Keys/Callum Davidson/Alex Aylen	Cenkos Securities (Nominated Adviser and Broker)	+44 (0)20 7397 8900
Ben Simons / Jeremy Garcia / Fiona Henson	Vigo Communications	+44 (0)20 7830 9704

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.