

5 August 2016

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

**Director/PDMR Dealings**

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into CRM platforms, announces that every director of the Company has agreed to participate in the Firm Placing to raise up to £3.77 million announced on 5 August 2016.

Accordingly, the following directors/PDMRs have agreed to subscribe for Firm Placing Shares in the following amounts at the Placing Price:

<b>Director/PDMR</b>	<b>Number of Existing Ordinary Shares held</b>	<b>Number of Firm Placing Shares Subscribed for</b>	<b>Resultant holding following Admission on 25 August 2016</b>
Mark Seemann*	1,350,492	17,391	1,367,883
Paul Williams *	85,957	24,347	110,304
Andrew Jones *	53,297	17,391	70,688
Graham Ward *	338,590	17,391	355,981
Sophie Tomkins	22,596	17,391	39,987
Peter Simmonds	138,055	40,000	178,055
Simon Cleaver	778,269	17,391	795,660

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

Conditional upon the passing of the resolutions at the General Meeting, an application will be made for the total number of Firm Placing Shares, being 3,700,960 new ordinary shares of 20p each, to be admitted to trading on AIM on 25 August 2016. Following Admission, it is expected that the Company's issued share capital admitted to trading will be 17,205,827.

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

**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.