

27 May 2016

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

Change of name

Further to the announcement made by the Company on 23 May 2016, the Company announces that its change of name to Cloudcall Group PLC has been registered at Companies House and is therefore effective.

Trading in the Company's shares under the new name of Cloudcall Group PLC and under the new TIDM, CALL, will commence with effect from 8:00am on Tuesday 31 May 2016. The ISIN and SEDOL numbers will not change.

The Company's website remains as www.cloudcall.com

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