

16th May 2016

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

Contract win-Bullhorn chooses CloudCall for internal use across EMEA offices

SYNETY, a leading cloud-based software and communications company, is pleased to announce that, following a successful pilot, its key partner, Bullhorn, has chosen to use the full CloudCall service for its own internal use across Bullhorn's EMEA operations.

CloudCall integrates real-time communications capabilities into cloud-based CRM systems, bridging the gap between CRM software and real-time communications. This results in completely seamless interactions between the disparate technologies.

By adopting to use CloudCall, Bullhorn's staff who use Bullhorn's own CRM system to manage their activities and customer interactions will be able to benefit from increased efficiency and ease of communications that CloudCall provides.

Simon Cleaver, CEO, commented: "We are delighted that the Bullhorn team have chosen Cloudcall as their internal solution. Whist this contract win will not materially change our numbers for this year, it is a resounding endorsement for our technology and we expect that it will lead to greater exposure to Bullhorn's sales staff and thousands of customers."

Peter Linas, Bullhorn's International MD added: "This is an exciting step for us. We kept hearing about the benefits of CloudCall from our customers and so have decided to use the full service ourselves. Synety are becoming an increasingly important partner of ours and this move will help to further cement our relationship"

About SYNETY

SYNETY is a leading cloud-based software and communications business. With sales offices located in Leicester (UK) and Boston (US), SYNETY offer its advanced telephony solutions to customers Worldwide.

The company develops and provides a suite of cloud-based software products and services known as CloudCall which enable organisations to use their communications more effectively. CloudCall integrates their telephony systems into their existing software, enabling calls to be made, recorded, logged, categorised and detailed reports easily generated.

Since 2011, SYNETY has grown rapidly, seeing considerable increases in both the number of its end users and in the extent of its technology development.

For additional information about SYNETY CloudCall please visit www.cloudcall.com