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SYNETY Group plc

(“SYNETY” or the “Company”)

Appointment of Non-Executive Director

SYNETY Group plc (AIM: SNTY.L), a leading cloud-based software and communications business, is pleased to announce that, further to the Company’s notification on 18 March 2015, Peter Simmonds has formally been appointed to the board as a Non-executive Director, with immediate effect.

Peter, a Chartered Certified Accountant, who recently stood down as CEO of dotdigital Group plc where he worked for over 8 years, over 6 of which were as CEO, brings with him over 20 years of experience at senior management and board level, principally in the areas of banking, insurance, finance, information technology and outsourcing. He has considerable business entrepreneurial experience having been involved at start up or early stage of a number of companies in various industry sectors including consultancy services, vehicle leasing, computer software and internet solutions sectors.

Following the recent Placing, Peter’s beneficial interest in the Company is 55,555 ordinary shares of 20 pence each in the Company, representing 0.46 per cent. of the Company’s current issued share capital.

For additional information:

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Terms and expressions used in this announcement shall, unless defined herein or the context otherwise requires, have the same meanings as given to them in the Company’s circular to shareholders, dated 18 March 2015.

Ends

Further information:

In accordance with Schedule 2(g) of the AIM Rules for Companies, the following information in relation to the appointment Peter Simmonds to the Board of SYNETY Group plc is disclosed below:

Peter Anthony Simmonds, 56, is currently a director of dotdigital Group plc and November Uniform Travel Syndicate Limited. Additionally, Peter was previously a director of Ikarus Flying Group Ltd (dissolved on 20 August 2013). He has no other past directorships and partnerships in the preceding five years.

Save as set out in this announcement, there are no further matters to be disclosed in accordance with paragraph(g) of Schedule 2 of the AIM Rules for Companies.

About SYNETY

SYNETY is a leading cloud-based software and communications business based in Leicester, United Kingdom and Boston, United States.

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

SYNETY's capacity to offer a streamlined integration with third-party CRM software makes it one of the most integrated telephony platforms in the world.

Since 2011, SYNETY has grown rapidly, seeing considerable increases in both the number of end users and in the number of CRM companies integrated with its software. For additional information about SYNETY please visit www.synety.com