

29 November 2017

The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.

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

**Further Re. Placing**

CloudCall (AIM: CALL), a leading cloud-based software business that integrates voice communications into CRM platforms, reports that further to its announcement on 17 October 2017 regarding a placing to raise up to £5.7 million, it has now received advanced assurance from HMRC confirming the Company qualifies for the relevant tax reliefs in connection with the VCT/EIS Placing. The Company will therefore benefit from the receipt of proceeds of approximately £2.2 million, in connection with the VCT/EIS Placing.

An application will be made for the VCT/EIS Placing Shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will occur on 8 December 2017. Following Admission the Company will have 24,069,504 ordinary shares of 20p each in issue, admitted to trading on AIM. This figure 24,069,504 may be used by Shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company.

Unless otherwise defined, capitalised terms in this announcement shall have the same meaning as those defined in the Circular to shareholders detailing the Firm Placing and VCT/EIS Placing, dated 17 October 2017.

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**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.

At the end of June 2017, the Company had approximately 100 staff based predominantly in Leicester (UK) and Boston (US) and had approximately 20,200 users.