

## **SYNETY Group plc**

("SYNETY" or "the Company")

### **Proposed Appointment of Non-executive Director**

Further to the Company's notification earlier today, the Company is pleased to announce that, subject to all of the Resolutions being passed at the General Meeting to be held on 7 April 2015, Peter Simmonds will be appointed to the board as a Non-executive Director.

Peter, a Chartered Certified Accountant, who recently stood down as CEO of dotdigital Group plc ("dotdigital") 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.

Simon Cleaver, Executive Chairman, said:

"I am delighted with Peter's proposed appointment to the Board and know that his skills and experience will be a real asset to the Company. Whilst dotdigital may operate in a different market vertical, there are many similarities. Both Synety and dotdigital are recurring revenue software companies selling in the UK and US and Peter has deep knowledge of the challenges of growing and maximising returns from these types of businesses."

A further announcement will be made on 7 April 2015 to disclose the outcome of the General Meeting. Subject to the appointment becoming effective, that announcement will also include full particulars of the directorships of Mr Simmonds.

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 circular posted to shareholders on 18 March 2015.

#### **For additional information:**

Simon Cleaver	Synety Group plc	+44 (0)20 3587 7188
Shaun Dobson / Ben Wright (Nominated Adviser) / Alex Wright / Emily Watts	N+1 Singer	+44 (0)20 7496 3000
David Bick / Mark Longson	Square1 Consulting	+44 (0)207 929 5599

**Ends**

#### **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](http://www.synety.com)