

16<sup>th</sup> December 2014

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

### **SYNETY announces new product, CloudCall Chrome**

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, today announces the launch of its browser-based plug-in, CloudCall Chrome.

The CloudCall Chrome plug-in works from within the Google web browser and with any browser-based software. This allows users to click-to-call directly from any webpage and online web-based CRM – even those that have not integrated with CloudCall.

CloudCall Chrome contains features such as:

- Click-to-call from any web page
- Receive call notifications with inbound screen popping
- Categorise and create call notes from any web page
- Calls can be automatically recorded and synced with CRM software
- Conference, mute and transfer calls
- Real-time reporting

Simon Cleaver, Executive Chairman of SYNETY, explained: "Launching the CloudCall Chrome plug-in is a game-changer for SYNETY as it dramatically increases our addressable market and changes our relationship with the CRM providers."

"As an easily installed browser add-on, CloudCall Chrome offers our CloudCall Contact Centre functionality straight out the box and end even works with CRMs that we haven't any integration with. In future therefore, our financial arrangements with CRM companies are more likely to be based on the level of marketing activity and the customer introductions they deliver, rather than for simply carrying out integrations. This will provide much greater power and influence over our addressable market and future revenues."

For further information including videos on CloudCall Chrome, please visit <https://chrome.cloudcall.com> . The plug-in will be available to download via the Google Chrome Web store from January.

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#### **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)