

2 October 2014

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

SYNETY announces integration with IQX

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, today announces that it has integrated CloudCall with recruitment software, IQX Enterprise.

CloudCall will provide IQX Enterprise users with the ability to click-to-call, record and play back calls, along with a full-reporting suite with access to real-time performance analytics. These features aim to streamline the call-handling process and ultimately increase the business's productivity and efficiency.

Simon Cleaver, Executive Chairman of SYNETY, commented: "We are pleased that an integration is now available with IQX Enterprise. The fact that recruitment software companies continue to enhance their software with our CloudCall functionality is a testament to the quality of the solution and highlights the potential business benefits that can be gained from the integration."

For additional information:

Simon Cleaver	Synety Group plc.	+44 (0)20 3587 7188
Shaun Dobson / Gillian Martin / Emily Watts	N+1 Singer (Nominated Adviser)	+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