

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

Further Integrations

Global partnership deal for SYNETY with Oracle

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, today announces that it has signed a partnership deal with Oracle and is integrating CloudCall with Oracle Sales Cloud CRM.

Whilst SYNETY are carrying out the integration themselves, it was Oracle, the second largest Software Company in the World and the third largest global CRM provider who made the initial approach. The partnership and integration will provide SYNETY with a strong foothold that, in future, should give them the potential to integrate CloudCall with other Oracle solutions.

Simon Cleaver, Executive Chairman of SYNETY, commented: "We are excited to announce this partnership with Oracle and are proud that one of the largest software companies in the world approached us to provide telephony services for their customer base.

As soon as we have finished the integration with Sales Cloud, we will look to deepen the partnership by rolling out CloudCall and integrating with other Oracle products".

For additional information:

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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