

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

SYNETY Announces Integration of CloudCall with Sure Communication Ltd's SurCo CRM.

SYNETY Group Plc (AIM: SNTY), a leading cloud-based software and communications business, today announces that it has secured a new integration partner, Sure Communication (sur.co.uk) Ltd.

The integration, which was carried out by Sure Communication themselves, offers SurCo CRM users additional value adding features including click-to-call, call recording and playback, a full reporting suite for better management visibility and much more. In addition, by taking advantage of Synety's wholesale call rates, SurCo CRM users will have the opportunity to benefit from lower call costs going forward.

Similar to SYNETY's own CloudCall service, SurCo CRM is a cloud-based software sold on a per user, per month basis. This enables users to enjoy the combined benefits of both SYNETY and SurCo CRM without the need for additional infrastructure or capital expenditure.

Simon Cleaver, Executive Chairman of SYNETY Group Plc, has commented: "We are pleased to welcome SurCo CRM as a new partner. It is an ideal partnership based on complementary technology platforms, and we are very much looking forward to jointly working to deliver the benefits of Synety's services to SurCo's exciting customer base. We are certain that the additional functionality that we can jointly provide will allow their customers to further enhance their business processes."

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.

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