

Further Integrations

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

SYNETY Announces Integration of CloudCall with Influence Recruitment Software

SYNETY Group Plc, a leading cloud-based software and communications business has announced the integration of its CloudCall solution with recruitment software system Influence.

The software integration, which has been completed by Influence Limited, will enable Influence's end users to drive sophisticated telephony functions directly from their recruitment software platform. SYNETY's CloudCall solution includes advanced communication features such as click to dial, the ability to make or replay call recordings and full logging of customers call histories and notes.

Simon Cleaver, SYNETY's Executive Chairman, commented: "We're delighted to welcome Influence Limited who are a recruitment software provider, to our partner program. We are now starting to achieve reasonable penetration within the recruitment CRM space and our experience to date indicates that we should both benefit from a good take up of CloudCall by Influence's customer base."

For additional information:

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

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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