

21st February 2014

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

Further Integrations

Synety Announces Integration of CloudCall Software with Concord recruitment software

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

The integration enables Concord's users to drive advanced telephony functions directly from their existing Concord software. SYNETY's CloudCall communications software includes features such as click-to-call, full integration of call histories and the ability to add call recordings to customer records, providing a comprehensive overview of current and historic client interactions.

Simon Cleaver, SYNETY's Executive Chairman, commented:

"The recruitment industry relies heavily upon voice interactions. Concord's integration with CloudCall provides their users with a powerful solution which incorporates sophisticated call handling functions and advanced recording capabilities.

We're delighted to welcome Concord Software as an integrated CRM partner"

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

- 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