

18th November 2013

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

Grant of US Telecoms Licence

Synety is pleased to announce that their US application under Section 214 of the Communications Act of 1934 (as amended) was approved by The Federal Communications Commission on 14th November.

The grant of this US Telecoms licence will allow Synety to provide national and international telecoms services to US businesses and residents and so offer its CloudCall service in the US.

Simon Cleaver, SYNETY's executive chairman, commented:

"We have for some time been receiving considerable pull from a number of our integrated CRM partners wishing to offer our CloudCall Service to their US customers. Many of these partners are US owned and have home customer bases that are up to ten times the size of their UK bases. Having seen the enthusiasm their UK customers are showing for CloudCall they are understandably keen to offer our service to their US users.

Gaining our US telco licence is the first step in what is an enormous and very exciting opportunity for Synety. Initially, we will be proceeding cautiously whilst we evaluate this market in greater depth.

In the near term, our US activity will concentrate on working with our established partners who will be marketing the service to their existing customer bases and we will be running the service, as much as possible with our existing infrastructure and staff in the UK."

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