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17 May 2018

CloudCall Group plc
(“CloudCall”, the “Company” or the “Group”)

CloudCall launches messaging capabilities, extending its integrated telephony service into a unified communications suite for CRM

CloudCall (AIM: CALL), a leading cloud-based software business that integrates communications technology into Customer Relationship Management (CRM) platforms, is pleased to announce the launch of its new Instant Messaging and SMS products, significantly enhancing its customers’ ability to manage communications through multiple channels.

CloudCall’s unified communications service now provides customers with both internal and external messaging capabilities that work alongside CloudCall’s existing telephony service, within a single intuitive user interface. As with CloudCall’s telephony service, messaging can be initiated and logged from within the customer’s CRM system, significantly improving user experience, enabling more conversations, and more effective monitoring and reporting of user activity.

CloudCall’s new messaging services will be offered as both free to use and paid-for premium versions, from which the Company expects to generate significant upsell opportunities and increased recurring revenues per user.

The new services are the first additional features to be launched using the Company’s new unified architecture demonstrating the speed that new functionality can be built and delivered with this framework. This software architecture also accelerates the speed at which CloudCall’s unified communications functionality can be integrated with additional CRMs.

Simon Cleaver, Chief Executive Officer of CloudCall, commented:

“The addition of messaging combined with our existing telephony service, all tightly integrated into the customer’s CRM, from one clean and logical interface is a huge step forward for CloudCall.

“We have been witnessing steadily growing demand from end-users wanting to drive message-based communications with their customers, directly from the CRM. This demand is particularly strong from recruitment companies. We listened hard and collaborated with these customers during the development process and are very excited by the initial feedback we’ve received.

“These new products are hugely relevant to the marketplace we operate in and I believe will greatly enhance CloudCall’s appeal.”

CloudCall will be showcasing the new functionality for investors during a webinar to be held at 11am on Tuesday 5th June.

For further information and to register for this event, go to <https://www.cloudcall.com/webinars/>

For further product information, go to www.cloudcall.com/integrated-messaging/

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About CloudCall Group Plc

CloudCall is a software and unified communications business that has developed and provides a suite of cloud-based software and communications products and services. CloudCall's products and services are aimed at enabling organisations to leverage their customer data to enable more effective communications.

The CloudCall suite of software products allows companies to fully integrate telephony and messaging capability into their existing CRM software, enabling communications to be made, recorded, logged and categorised from within the customer relationship management (CRM) system with detailed activity reporting and powerful business intelligence capable of being easily generated.

At the end of December 2017, the Company had approximately 120 staff based predominantly in Leicester (UK) and Boston (US), with over 23,000 end-users relying on CloudCall technology to power their daily communications.