

20 July 2018

CloudCall Group plc
("CloudCall", the "Company" or the "Group")

Director/PDMR Shareholding

CloudCall (AIM: CALL), a leading cloud-based software business that integrates communications technology with Customer Relationship Management (CRM) platforms, announces that Gary Browning, Non-Executive Director, purchased 15,000 ordinary shares of 20p each in the Company ("Ordinary Shares") at a price of 140p per share. Following this purchase, Mr Browning has a total interest in 65,000 Ordinary Shares.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Gary Browning
2	Reason for the notification	
a)	Position/status	Non-Executive Director
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CloudCall Group plc
b)	LEI	213800CQVFAG2XRDDA80
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 20p each
	Identification code	ISIN: GB00B4XS5145

b)	Nature of the transaction	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>140 p per share</td> <td>15,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	140 p per share	15,000
Price(s)	Volume(s)					
140 p per share	15,000					
d)	Aggregated information - Aggregated volume - Price	N/A - single transaction				
e)	Date of the transaction	19 July 2018				
f)	Place of the transaction	London Stock Exchange				

For further information, please contact:

CloudCall Group plc

Simon Cleaver, Chief Executive Officer

Paul Williams, Chief Financial Officer

Tel: +44 (0)20 3587 7188

Centos Securities (Nominated Adviser and Joint Broker)

Stephen Keys / Callum Davidson / Nick Searle

Tel: +44 (0)20 7397 8900

Arden Partners (Joint Broker)

Steve Douglas / Ciaran Walsh

Tel: +44 (0) 20 7614 5900

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 June 2018, the Company had approximately 140 staff based predominantly in Leicester and London (UK), Boston (US) and Minsk (BY), with 27,000 end-users relying on CloudCall technology to power their daily communications.