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30 January 2019

**Cloudcall Group plc**  
**("Cloudcall" or the "Company")**  
**Result of Placing**

CloudCall Group plc (AIM: CALL), a leading cloud-based software business that integrates communications technology into Customer Relationship Management ("CRM") platforms announces the completion of the Placing which was announced earlier today.

The Company has raised a total of £2.4 million (before expenses) through a placing of 2,400,000 New Ordinary Shares, representing approximately 9.9 per cent of the existing issued ordinary share capital of the Company.

Arden Partners plc acted as sole broker and sole bookrunner to the Company in connection with the Placing.

**Simon**, Chief Executive Officer of **Cloudcall**, commented:

*"Having spoken to shareholders following our Capital Market's day, the Board took the decision to strengthen the balance sheet and free up a little more capital to continue building its new product sales and marketing capabilities. I'm delighted that the placing has been so successful and materially oversubscribed. Now that the process is completed, I am looking forward to continuing the growth of the business from a position of greater strength."*

**Issue of Equity and Total Voting Rights**

Application has been made to the London Stock Exchange for the New Ordinary Shares to be admitted to trading on AIM. It is expected that Admission will become effective and that dealings in the new ordinary shares on AIM will commence at 8:00 a.m. on 5 February 2019.

Following Admission, the Company will have 26,581,062 ordinary shares in issue. No ordinary shares are held in treasury. The total number of voting rights in the Company is therefore 26,581,062. The above figure may be used by shareholders in the Company as the denominator for the calculations by

which they will determine if they are required to notify their interest in, or a change to their interest in, the share capital of the Company under the FCA's Disclosure Guidance and Transparency Rules.

Capitalised terms used but not defined in this announcement have the same meanings as defined in the Company's announcement earlier today regarding the Placing.

*This announcement contains inside information for the purposes of Article 7 of EU Regulation 596/2014. Upon the publication of this announcement, this inside information is now considered to be in the public domain.*

#### **ENDS**

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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 customer relationship management ("CRM") software, enabling communications to be made, recorded, logged and categorised from within the CRM system with detailed activity reporting and powerful business intelligence capable of being easily generated.

At the end of December 2018, the Company had approximately 150 staff based predominantly in Leicester and London (UK), Boston (US) and Minsk (BY), with just over 31,000 end-users relying on CloudCall technology to power their daily communications.