

NOT FOR RELEASE, DISTRIBUTION OR PUBLICATION, IN WHOLE OR IN PART, DIRECTLY OR INDIRECTLY, IN OR INTO THE UNITED STATES, AUSTRALIA, CANADA, JAPAN OR SOUTH AFRICA OR ANY OTHER JURISDICTION WHERE IT IS UNLAWFUL TO DISTRIBUTE THIS ANNOUNCEMENT.

24 AUGUST 2016

## LoopUp Group PLC

(“LoopUp” or the “Company”)

### Admission to Trading on AIM and First Day of Dealings

LoopUp Group PLC, a global software-as-a-service (“SaaS”) provider of remote meetings, is pleased to announce that Admission of its ordinary shares to trading on the AIM market of the London Stock Exchange will take place at 8.00am today, 24 August 2016. Dealings in the ordinary shares will commence under the ticker LOOP, with ISIN GB00BYQP6S60.

Upon Admission, the Company will have a market capitalisation of approximately £40.8m, following a successful Placing with institutional and private investors of LoopUp Group ordinary shares, raising total gross proceeds of £8.5m at a Placing price of 100 pence.

The total number of voting rights in the Company with effect from 24 August 2016 will be 40,784,176. This figure may be used by shareholders as the denominator for the calculations by which they determine if they are required to notify their interest in, or a change of their interest in, the Company under the FCA's Disclosure and Transparency Rules.

Panmure Gordon (UK) Limited (“Panmure Gordon”) is acting as Nominated Advisor and sole Broker to the Company.

#### **Commenting on Admission, Steve Flavell, Co-Chief Executive Officer of LoopUp Group, commented:**

“The completion of the IPO process marks an important and exciting milestone on LoopUp’s journey as a UK-headquartered and internationally-minded technology company, and provides a significant catalyst for our continued growth. The reception from investors has been positive and encouraging, and reinforces our belief that our differentiated product, business model and plans for the future provide the foundation needed to deliver on our potential as a public company. Our focus will continue to be on delivering an exceptional product and service to our customers around the world, supported by the funds we’ve raised and emboldened by the faith our new shareholders have placed in us. These are exciting times.”

The Company’s AIM Admission Document can be viewed at: <http://www.loopup.com/enuk/investors/documents>

\* \* \* \* \*

**For further information please contact:**

**LoopUp Group PLC**

Steve Flavell, co-CEO

**via FTI Consulting, LLP**

**Panmure Gordon (UK) Limited**

Fred Walsh / Alina Vaskina / William Wickham (Corporate Finance)

Erik Anderson / Amy Sarra (Corporate Broking)

**+44 (0) 207 886 2500**

**FTI Consulting, LLP**

Matt Dixon / Chris Lane / Roger Newby

**+44 (0) 203 727 1000**

*Panmure Gordon, which is authorised and regulated by the Financial Conduct Authority, is acting for LoopUp and for no-one else in connection with the Placing and Admission and will not be responsible to anyone other than LoopUp for providing the protections afforded to clients of Panmure Gordon, or for providing advice in relation to the Placing and Admission or any matters referred to this announcement.*