



LOOPUP GROUP PLC

("LoopUp Group" or the "Group")

Director/PDMR Shareholding

LoopUp Group plc (AIM: LOOP), a global software-as-a-service ("SaaS") provider of remote meetings, received notification that Lady Barbara Judge, Non-Executive Chairman of the Group, acquired 15,754 ordinary shares in the Company ("Ordinary Share") at a price of 126 pence per Ordinary Share earlier today.

Following the purchase, Lady Barbara Judge has a beneficial interest of 15,754 Ordinary Shares representing 0.04% of the Group's issued share capital.

The notification below, made in accordance with the requirements of the EU Market Abuse Regulation, provides further detail.

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)	Names	Lady Barbara Judge
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	LoopUp Group plc
b)	LEI	N/a
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 0.5p each	
b)	Identification code	GB00BYQP6S60	
c)	Nature of the transaction	Purchase of shares	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		126p	15,754
d)	Aggregated information		
	- Aggregated volume	15,754	
	- Price	126p	
e)	Date of the transaction	30 September 2016	
f)	Place of the transaction	London Stock Exchange	

For further information:

LoopUp Group PLC

Steve Flavell, Co-CEO

Panmure Gordon (UK) Limited

Dominic Morley / Alina Vaskina / William Wickham (Corporate Finance)
Erik Anderson / Amy Sarra (Corporate Broking)

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About LoopUp Group plc

LoopUp Group is a global software-as-a-service provider of remote meetings. Streamlined and intuitive, LoopUp is designed to eliminate the common frustrations associated with conference calls and deliver a premium remote meeting experience for mainstream business users along with the quality, security, and reliability expected by global enterprises.

LoopUp helps over 2,000 enterprises worldwide to achieve a less painful, more secure and more productive remote meeting experience. The Group is headquartered in London, with offices in San Francisco, New York, Boston, Hong Kong and Barbados, and is listed on the AIM market of the

London Stock Exchange (LOOP). For further information, please consult the LoopUp Group website: www.loopup.com.