

LOOPUP GROUP PLC

("LoopUp Group" or the "Group")

Notification of transaction by PDMR and persons closely associated with them

LoopUp Group plc (LSE AIM: LOOP), the premium remote meetings company, received notification that Adara Ventures SICAR has sold 1,075,000 ordinary shares in the Group ("Ordinary Share") at a price of 148 pence per Ordinary Share earlier today in order to satisfy institutional demand.

Adara Ventures SICAR is classified as a Person Closely Associated with Nico Goulet, a Non-Executive Director of the Group and director of Adara Venture Partners, which is a General Partner of Adara Ventures SICAR.

Following the sale, Adara Ventures SICAR has a beneficial interest of 6,964,548 Ordinary Shares representing 17.0% 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	Adara Ventures SICAR
2	Reason for the notification	
a)	Position/status	Person Closely Associated Nico Goulet, a Non-Executive Director of the Group and director of Adara Venture Partners, which is a General Partner of Adara Ventures SICAR.
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	Sale of shares	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		148p	1,075,000
d)	Aggregated information		
	- Aggregated volume	1,075,000	
	- Price	148p	
e)	Date of the transaction	23 March 2017	
f)	Place of the transaction	London Stock Exchange	

For further information:

LoopUp Group PLC

via FTI Consulting, LLP

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About LoopUp Group plc

LoopUp (LSE AIM: LOOP) is a premium remote meetings solution. Streamlined and intuitive, LoopUp is built for business users and delivers the quality, security and reliability required in the enterprise. One-click screen sharing and integration with tools business people use every day, like Outlook™, make it easy for LoopUp users to collaborate in real time. LoopUp's award-winning SaaS solution doesn't overwhelm users with features, and doesn't require training. Over 2,000 enterprises worldwide, including Travelex, Kia Motors America, Planet Hollywood, National Geographic, and Subaru trust LoopUp with their remote meetings.

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 visit: www.loopup.com.