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## **LOOPUP GROUP PLC**

**(“LoopUp Group” or the “Group”)**

### **Completion of Secondary Placing of Shares, Notification of Director/PDMR Dealings and Issue of Equity**

LoopUp Group plc (LSE AIM: LOOP), the premium remote meetings company, is pleased to confirm that, further to the Group’s announcement earlier today, certain shareholders and former and existing employees, including PDMRs, have sold shares at 260 pence per Ordinary Share (the “Sale Price”) in order to satisfy institutional demand and increase the Group’s free float (the “Sale”). In aggregate, 3,423,838 Ordinary Shares were subject to the Sale, representing 8.14% of the Group’s enlarged issued share capital. The Group will not receive any proceeds from the Sale. The Sale was executed by Panmure Gordon (UK) Limited (“Panmure Gordon”) who is the Company’s Nominated Adviser and Broker.

The Group has also issued, in aggregate, 1,099,077 new Ordinary Shares as a result of an exercise of options by former and existing employees, including PDMRs. These options were exercised at a weighted average price of 74.07 pence each resulting in the Group receiving £814,057.75 of gross proceeds. Following this issue of new Ordinary Shares, the Group will have a total of 42,069,727 Ordinary Shares in issue (the “Enlarged Issued Share Capital”).

#### **Director/PDMR sale of shares and exercise of options**

<b>PDMR</b>	<b>Current no. of Ordinary Shares</b>	<b>Options exercised</b>	<b>No. of Ordinary Shares sold</b>	<b>Resultant holding</b>		
				<b>No. of Ordinary Shares</b>	<b>% of Enlarged Issued Share Capital</b>	<b>Options over no. of Ordinary Shares</b>
Steve Flavell	2,727,294	880,000	(1,080,000)	2,527,294	6.01%	–
Michael Hughes	2,707,294	–	(250,000)	2,457,294	5.84%	880,000
Simon Healey	30,275	30,275	(60,550)	–	–	100,000
Marcus Greensit	315,422	–	(165,422)	150,000	0.36%	300,000
Katherine Nellums	–	38,888	(38,888)	–	–	61,112

Steve Flavell, the co-CEO of the Group, has sold 200,000 of his existing Ordinary Shares and 880,000 Ordinary Shares that were a result of an exercise of options at a price of 75 pence each. In aggregate, Mr. Flavell has sold 1,080,000 Ordinary Shares at the Sale Price. Following the Sale, Mr.

Flavell will have a beneficial interest of 2,527,294 Ordinary Shares representing 6.01% of the Group's Enlarged Issued Share Capital. Mr. Flavell has agreed with Panmure Gordon that these 2,527,294 Ordinary Shares will be subject to a 12 month lock-in from the date of this notification, subject to customary exceptions.

Michael Hughes, the co-CEO of the Group, has sold 250,000 of his existing Ordinary Shares at the Sale Price. Following the Sale, Mr. Hughes will have a beneficial interest of 2,457,294 Ordinary Shares representing 5.84% of the Group's Enlarged Issued Share Capital. Mr. Hughes will also continue to hold options over 880,000 Ordinary Shares. Mr. Hughes has agreed with Panmure Gordon that his resultant holding of 2,457,294 Ordinary Shares and options over 880,000 Ordinary Shares will be subject to a 12 month lock-in from the date of this notification, subject to customary exceptions.

Simon Healey, the CFO of the Group, has sold 30,275 of his existing Ordinary Shares and 30,275 Ordinary Shares that were a result of an exercise of options at a price of 75 pence each. In aggregate, Mr. Healey has sold 60,550 Ordinary Shares at the Sale Price. Following the Sale, Mr. Healey will hold options over 100,000 Ordinary Shares. Mr. Healey has agreed with Panmure Gordon that these 100,000 options will be subject to a 12 month lock-in from the date of this notification, subject to customary exceptions.

Marcus Greensit, the COO of the Group, has sold 165,422 of his existing Ordinary Shares at the Sale Price. Following the Sale, Mr. Greensit will have a beneficial interest of 150,000 Ordinary Shares representing 0.38% of the Group's Enlarged Issued Share Capital. Mr Greensit will also continue to hold options over 300,000 Ordinary Shares. These 150,000 Ordinary Shares and options over 300,000 Ordinary Shares will continue being subject to orderly market arrangements undertaken on Admission.

Katherine Nellums, Vice President of Marketing of the Group, as a result of an exercise of options at a price of 75 pence each, has sold 38,888 Ordinary Shares at the Sale Price. Following the Sale, Ms. Nellums will hold options over 61,112 Ordinary Shares, which will continue being subject to orderly market arrangements undertaken on Admission.

### **Issue of Equity**

The Group has also issued, in aggregate, 1,099,077 new Ordinary Shares as a result of an exercise of options by former and existing employees, including the PDMRs.

An application has been made for the 1,099,077 new Ordinary Shares to be admitted to trading on AIM. It is expected that the dealings in these new Ordinary Shares will commence on 29 September 2017. The new Ordinary Shares will rank *pari passu* with the existing Ordinary Shares.

Following Admission, the Group will have in issue a total of 42,069,727 Ordinary Shares. The Group does not hold any Ordinary Shares in treasury.

### **For further information:**

**LoopUp Group PLC**

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**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](http://www.loopup.com).

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Names	1. Steve Flavell 2. Michael Hughes 3. Simon Healey 4. Marcus Greensit 5. Katherine Nellums
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Classified as PDMRs of the Company
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	LoopUp Group plc
b)	LEI	N/A

<b>4</b>	<b>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</b>													
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 Ordinary Shares												
d)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1. 260p</td> <td>1. 1,080,000 Ordinary Shares</td> </tr> <tr> <td>2. 260p</td> <td>2. 250,000 Ordinary Shares</td> </tr> <tr> <td>3. 260p</td> <td>3. 60,550 Ordinary Shares</td> </tr> <tr> <td>4. 260p</td> <td>4. 165,422 Ordinary Shares</td> </tr> <tr> <td>5. 260p</td> <td>5. 38,888 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	1. 260p	1. 1,080,000 Ordinary Shares	2. 260p	2. 250,000 Ordinary Shares	3. 260p	3. 60,550 Ordinary Shares	4. 260p	4. 165,422 Ordinary Shares	5. 260p	5. 38,888 Ordinary Shares
Price(s)	Volume(s)													
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2. 260p	2. 250,000 Ordinary Shares													
3. 260p	3. 60,550 Ordinary Shares													
4. 260p	4. 165,422 Ordinary Shares													
5. 260p	5. 38,888 Ordinary Shares													
d)	Aggregated information - Aggregated volume - Price	1,594,860 Ordinary Shares  260p												
e)	Date of the transaction	25 September 2017												
f)	Place of the transaction	London Stock Exchange												

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Names	<ol style="list-style-type: none"> <li>1. Steve Flavell</li> <li>2. Michael Hughes</li> <li>3. Simon Healey</li> <li>4. Marcus Greensit</li> <li>5. Katherine Nellums</li> </ol>
<b>2</b>	<b>Reason for the notification</b>	

a)	Position/status	Classified as PDMRs of the Company	
b)	Initial notification /Amendment	Initial Notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
a)	Name	LoopUp Group plc	
b)	LEI	N/A	
<b>4</b>	<b>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</b>		
a)	Description of the financial instrument, type of instrument	Options over Ordinary Shares of 0.5p each	
b)	Identification code	GB00BYQP6S60	
c)	Nature of the transaction	Exercise of options over Ordinary Shares	
d)	Price(s) and volume(s)	Price(s)	Volume(s)
		1. 75p	1. 880,000 options
		2. N/A	2. N/A
		3. 75p	3. 30,275 options
		4. N/A	4. N/A
	5. 75p	5. 38,888 options	
d)	Aggregated information		
	- Aggregated volume	949,163	
	- Price	Weighted average price of 75p each	
e)	Date of the transaction	25 September 2017	
f)	Place of the transaction	London Stock Exchange	

## **IMPORTANT NOTICE**

The distribution of this announcement and the offer and sale of the Sale Shares in certain jurisdictions may be restricted by law. The Sale Shares may not be offered to the public in any jurisdiction in circumstances which would require the preparation or registration of any prospectus or offering document relating to the Sale Shares in such jurisdiction. No action has been taken by LoopUp Group, Panmure Gordon or any of their respective affiliates that would permit an offering of the Sale Shares or possession or distribution of this announcement or any other offering or publicity material relating to such securities in any jurisdiction where action for that purpose is required.

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