



18 January 2019

LOOPUP GROUP PLC
(“LoopUp Group” or the “Group”)

Contract Renewal with Clifford Chance

LoopUp Group plc (LSE AIM: LOOP), the premium remote meetings company, is pleased to announce that it has signed a material contract renewal with leading global law firm, Clifford Chance.

The minimum total contract value of £2.34 million in aggregate over the 3-year term is for the provision of conference calls across Clifford Chance’s global operations, spanning 32 major financial centres in the Americas, Asia Pacific, Europe, the Middle East and Africa.

The LoopUp product is typically offered on a pay-as-you-go, per minute per guest basis. However, this renewal with Clifford Chance on a guaranteed minimum spend basis is a mark of their commitment to the Group’s differentiated product over the long-term.

Paul Greenwood, CIO of Clifford Chance, commented:

“Within our Innovation and Best Delivery strategy, we consider how investing in smart technology and applying our extensive legal expertise can improve value and outcomes for clients, making our service delivery more effective, every time. Technology can tackle complex challenges, but it can also be extremely powerful by making simple improvements to important tasks undertaken regularly. Conference calling from LoopUp is a great example of this: benefits such as seeing who is on the conference call or and being able to screen share easily offer significant improvement to the client experience. Our people have really taken to LoopUp, and we’re pleased to demonstrate our commitment to the company and product with this major renewal.”

Steve Flavell, co-CEO of LoopUp Group, commented:

“We’re delighted to extend our relationship with Clifford Chance. Conference calls form a critical component of the firm’s important day-to-day interactions with their clients. The quality of these calls – both from a user experience and audio quality perspective – is paramount, and we’re delighted to receive this endorsement in our product and customer service from such a leading global firm.”

The Group will announce a trading update for the financial year ended 31 December 2018 on 12 February 2019.

The information in this announcement is inside information for the purposes of Article 7 of the Market Abuse Regulation 596/2014.

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About Clifford Chance

Clifford Chance is one of the world's pre-eminent law firms with significant depth and range of resources across five continents. As a single, fully integrated global partnership, we pride ourselves on our approachable, collegial and team-based way of working. We always strive to exceed the expectations of our clients, which include corporates from all commercial and industrial sectors, governments, regulators, trade bodies and not-for-profit organisations. We provide them with the highest-quality advice and legal insight, which combines the firm's global standards with in-depth local expertise.

For more information, please see www.cliffordchance.com and www.linkedin.com/company/clifford-chance-llp.

About LoopUp Group plc

LoopUp (LSE AIM: LOOP) is a premium remote meetings solution. Streamlined and intuitive, LoopUp is built to give mainstream business professionals a better and more productive experience than basic dial-in conferencing, while delivering 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 Clifford Chance trust LoopUp with their remote meetings.

The Group is headquartered in London, with offices in San Francisco, New York, Boston, Denver, Cardiff, Berlin, Malmo, Hong Kong, Sydney and Barbados, and is listed on the AIM market of the London Stock Exchange (LOOP). For further information, please visit: www.loopup.com.