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This presentation is being made only to and directed at: (a) persons who have professional experience in matters relating to investments falling within Article 19 of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (the "FPO"); or (b) high net worth entities, and other persons to whom it may otherwise lawfully be communicated, falling within Article 49 of the FPO (all such persons together being referred to as "relevant persons"); or (c) any other person to whom this promotion may lawfully be directed. Any person who is not a relevant person should not act or rely on this presentation or any of its contents.

This presentation may contain forward-looking statements with respect to certain of the plans and current goals and expectations relating to the future financial conditions, business performance and results of LoopUp Group plc ("LoopUp"). By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances that are beyond the control of LoopUp, including amongst other things, LoopUp's future profitability, competition in the markets in which LoopUp and its subsidiaries operate and its ability to retain existing customers and win new customers, changes in economic conditions generally, terrorist and geopolitical events, legislative and regulatory changes, changes in taxation regimes, exchange rate fluctuations and volatility in LoopUp 's share price. As a result, LoopUp's actual future financial condition, business performance and results may differ materially from the plans, goals and expectations expressed or implied in these forward-looking statements. LoopUp undertakes no obligation to publicly update or revise forward-looking statements, except as may be required by applicable law and regulation (including the AIM Rules). No statement in this presentation is intended to be a profit forecast or be relied upon as a guide to future performance.

Agenda

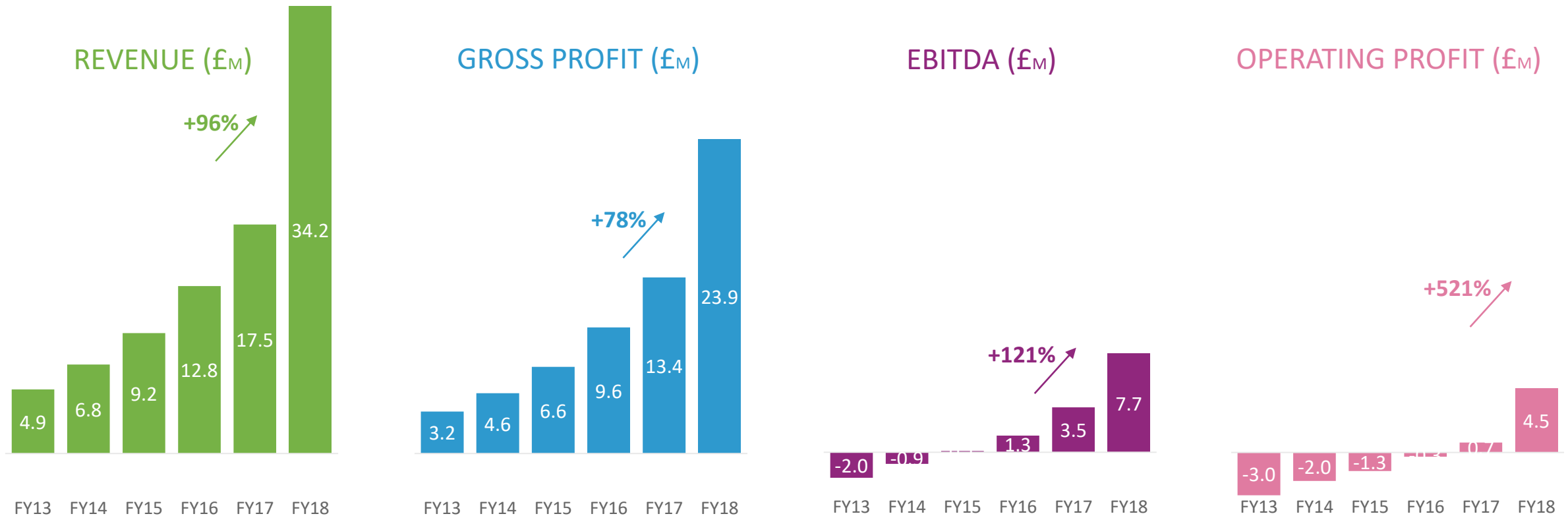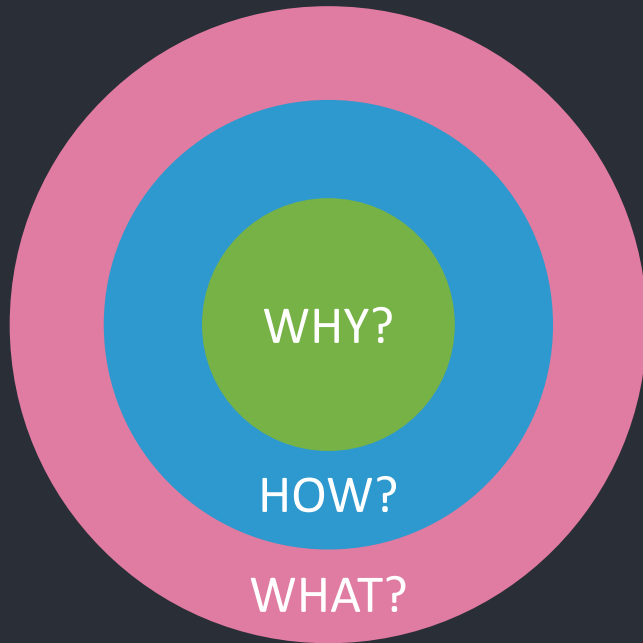|	
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Steve Flavell
co-CEO

'State of the Nation'

loopup

A highly differentiated strategy and market proposition
Delivering compelling commercial results
Built to scale

REVENUE (£M)

+96% ↗

FY13	FY14	FY15	FY16	FY17	FY18
4.9	6.8	9.2	12.8	17.5	34.2

GROSS PROFIT (£M)

+78% ↗

FY13	FY14	FY15	FY16	FY17	FY18
3.2	4.6	6.6	9.6	13.4	23.9

EBITDA (£M)

+121% ↗

FY13	FY14	FY15	FY16	FY17	FY18
-2.0	-0.9		1.3	3.5	7.7

OPERATING PROFIT (£M)

+521% ↗

FY13	FY14	FY15	FY16	FY17	FY18
-3.0	-2.0	-1.3			4.5

Why? How? What?

loopup

LOOPUP EXISTS TO SOLVE A MAINSTREAM ADOPTION PROBLEM

- 68% of the enterprise world are still 'dialing in'
- Learning feature-rich software is difficult in real-time with guests
- So they stick with dial-in as the safe play

BY OFFERING SOFTWARE THAT REQUIRES NO LEARNING

- Features scope: less is more
- Intuitive, prescribed flow
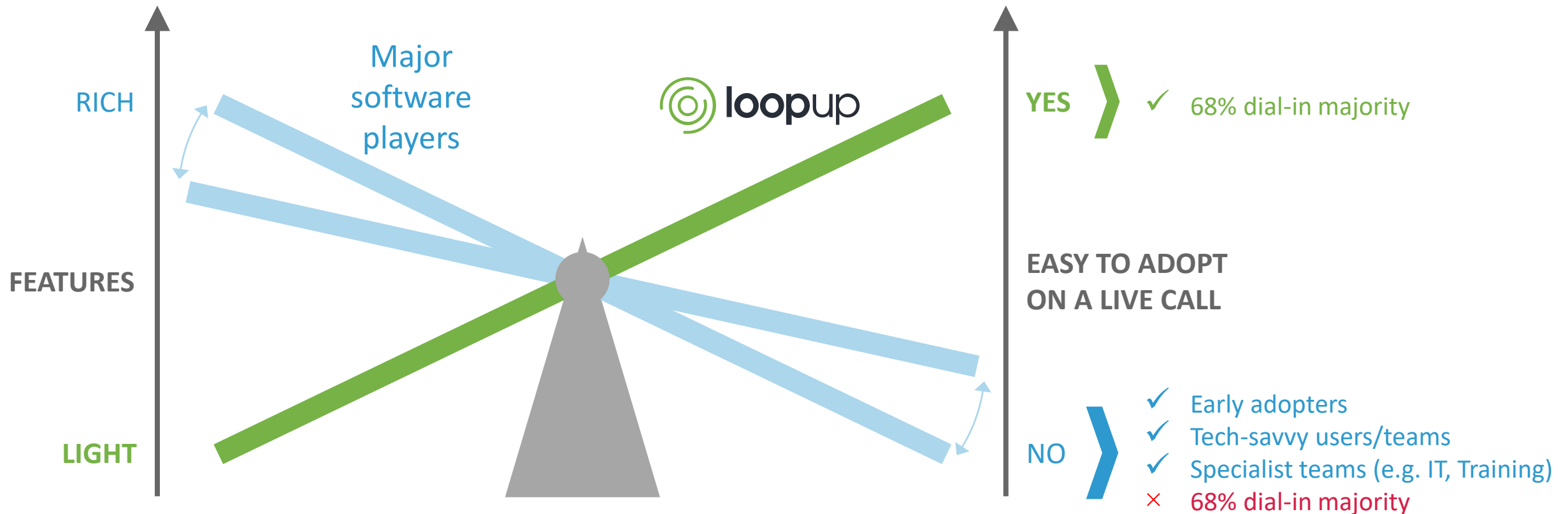- Minimalist UI design

LOOPUP IS A PREMIUM SAAS SOLUTION FOR REMOTE MEETINGS

- For discerning, mainstream professionals on their important, day-to-day calls
- Audio quality first – every leg of every call
- Naturally guide users to a richer meeting experience – no training required

WHY?

HOW?

WHAT?

Competitive positioning

## LoopUp has a contrarian approach to attract the mainstream majority

RICH

FEATURES

LIGHT

Major software players

loopup

YES 〉 ✓ 68% dial-in majority

EASY TO ADOPT ON A LIVE CALL

NO 〉 ✓ Early adopters
✓ Tech-savvy users/teams
✓ Specialist teams (e.g. IT, Training)
✕ 68% dial-in majority

Competitive positioning

Strong user engagement that drives retention

loopup

USER PRODUCT ENGAGEMENT*

How LoopUp users are joining meetings

24% dial-in

76% LoopUp calls you
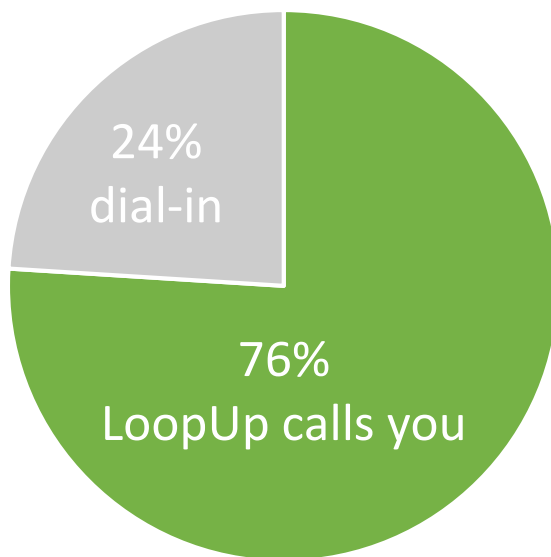
* All new LoopUp users since Jan-16

CUSTOMER RETENTION (2018)

5.5% gross revenue churn

(FY2015-17: 5.3%)

1.0% negative net churn i.e. net growth**

(FY2017: 2.2% at FY2018 forex)

** Includes all accounts won more than 2 years prior to the calculation date

So, given our strategy and target market, how might we think about adding video into the LoopUp product?

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Michael Hughes
co-CEO

Alex Breen
CPO

Jana Rhyu
Sr. Director,
Product

Video adds value in the right context…

But how should we implement for LoopUp's mainstream target market?

Highly-engaged discussions

Interviews/ appraisals

Presentations
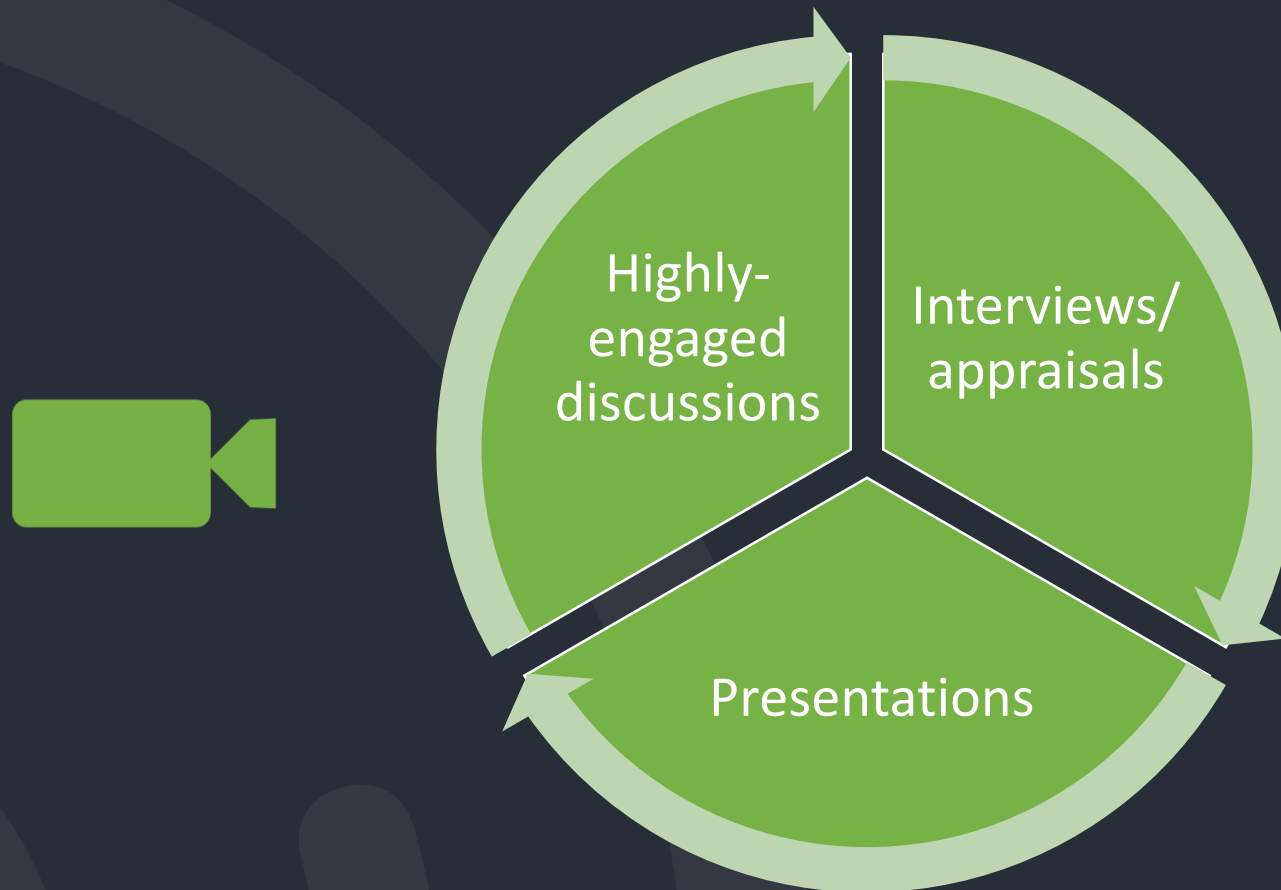
Participant join flow for 'Video First' products

May be fine for part of the market, but what about the 68% who still dial in?

Zoom's 'Video First' user flow

Participant join flow for 'Video First' products

May work for early adopters, but what about the 68% who still dial in?

INVITE LINK → **DOWNLOAD REQUIRED** → **CAMERA AUTO-STARTS** → **JOIN AUDIO VIA COMPUTER**

DOWNLOAD REQUIRED
- Time to install app if running late
- Permission to install
- Avoid software 'bloat'

CAMERA AUTO-STARTS
- What if I don't want to be on camera?
- Multitasking
- Early (or late) calls

JOIN AUDIO VIA COMPUTER
- Connectivity hiccups impact quality for all
- Most computers are poor speakerphones
- Multiple participants joining in one room => feedback!

We need a very different approach for our market

loopup

DOWNLOAD REQUIREMENT

Get participants on the call quickly
No download required to participate!

CAMERA ANXIETY

Don't force camera on
Host invites video, if and when suitable

AUDIO CONSISTENCY

Separate audio and video
Audio quality not bandwidth-dependent

Demo

For LoopUp target market, a 'NO TRAINING FLOW' is key

INVITE
With the join link

JOIN
LoopUp calls you

CONTEXT
Naturally guided to visibility, security and control

Optional visual media elements

SCREEN SHARING
one click, on demand

VIDEO
when you need it

- 76% of LoopUp users join this way

- And so have 'eyes on screens' for value-added context
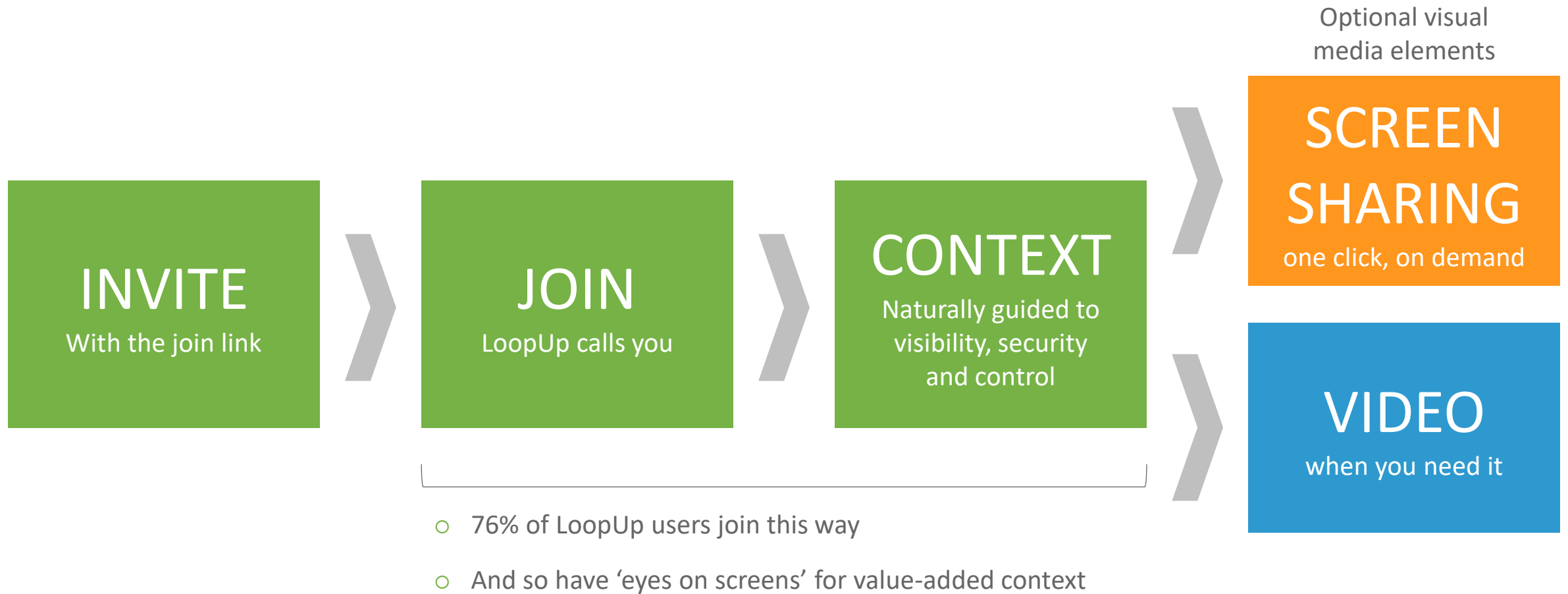
Video – the LoopUp way

Audio first, video when you need it, in a guided 'flow'

| GET PARTICIPANTS ON THE CALL QUICKLY | DON'T COMPROMISE AUDIO CONSISTENCY | ONLY ENABLE VIDEO WHEN NEEDED AND AT THE HOST'S DISCRETION | SHOW PARTICIPANTS WHAT THEY NEED TO SEE WHEN THEY NEED TO SEE IT |

NO DOWNLOAD NEEDED

LEVERAGE THE PSTN TO CONNECT PARTICIPANTS

VIDEO LAST, AND ONLY WHEN REQUIRED

LOOPUP GUIDES YOU THROUGH!

Go-to-market rollout plan

Expands addressable market, enhances proposition, and offers additional source of value-added revenue

Pricing

o Just pay for it if you use it

o Per-minute, per-person showing/viewing video

o As per screen sharing

Rollout

o Phased rollout from today through Q319

o Same approach we took for screen sharing

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Ben Fried
VP, Group Commercial

MeetingZone acquisition – rationale recap

Transition MeetingZone audio business to LoopUp platform

ADOPT LOOPUP PRODUCT CHARACTERISTICS

Opportunity to delight customers with a better product and change churn/retention characteristics
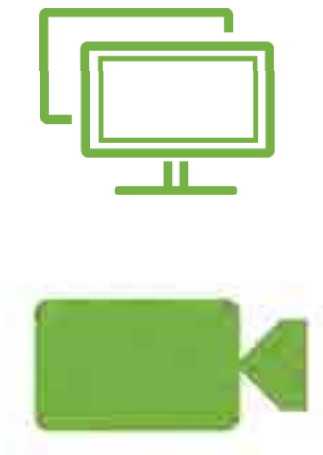
AMPLIFY PRODUCT NETWORK EFFECT

>30% of new LoopUp business comes from a network effect in the LoopUp product

30%
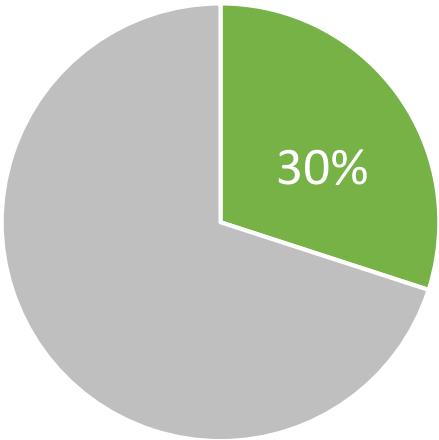
Source: 2017 LoopUp data

COST SAVINGS TO REINVEST IN ORGANIC GROWTH

>£3 million of annual overhead cost has been saved following the acquisition

£10m

>£3m

Reinvestment into organic growth

MeetingZone overheads
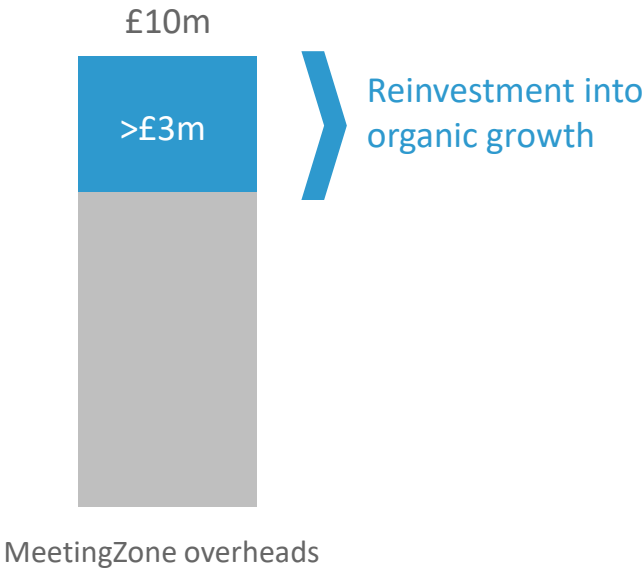
Key transition project

2 key phases to transition c.£11m of MZ audio revenue

Sep 18 – Jul 19

Phase 1

Managed transition

- Larger and/or more complex accounts
- Transition to LoopUp just like any normal account win
- Pitched as an upgrade at grandfathered rates

Aug-Sep 2019

Phase 2

Lift-and-shift

- Automated transition of all other accounts
- Dial-in numbers and access codes unchanged
- Phased approach

Key transition assumptions

Overall positive

	NET NATURAL CHURN PRIOR TO TRANSITION	LOSS AT THE POINT OF TRANSITION	UPLIFT POST TRANSITION
Assumption at the point of acquisition	~~10%~~ p.a.	~~15%~~	~~6%~~
Latest view	**Marginally worse**	**Materially better**	**Better**
	○ Similar loss rate but no new MZ sales	○ Of 253 accounts met so far in Phase 1, only 8 intend not to transition (c. 2% of revenue)	○ Really strong <u>early</u> uplift results on Phase 1 transitions

Early phase 1 transitions

34% revenue uplift from first 10 transitioned customers

- ■ On MeetingZone platform
- ■ On LoopUp

	Mar 2018	Apr 2018	May 2018	Mar 2019	Apr 2019	May 2019
On LoopUp				20.8	22.8	25.7
On MeetingZone platform	19.7	16.3	18.5	3.0	0.6	
Total				23.8	23.4	25.7

Average = £18.2K

Average = £24.3K

+34%

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Elin Morgan
Head of Event

Challenge and opportunity

An unexpected growth engine

THE CHALLENGE

13.5

Operator-assisted | 1.7 | › Not suited to LoopUp transition

Dial-in audio conferencing | 11.8

2018 MZ audio revenue (£m)
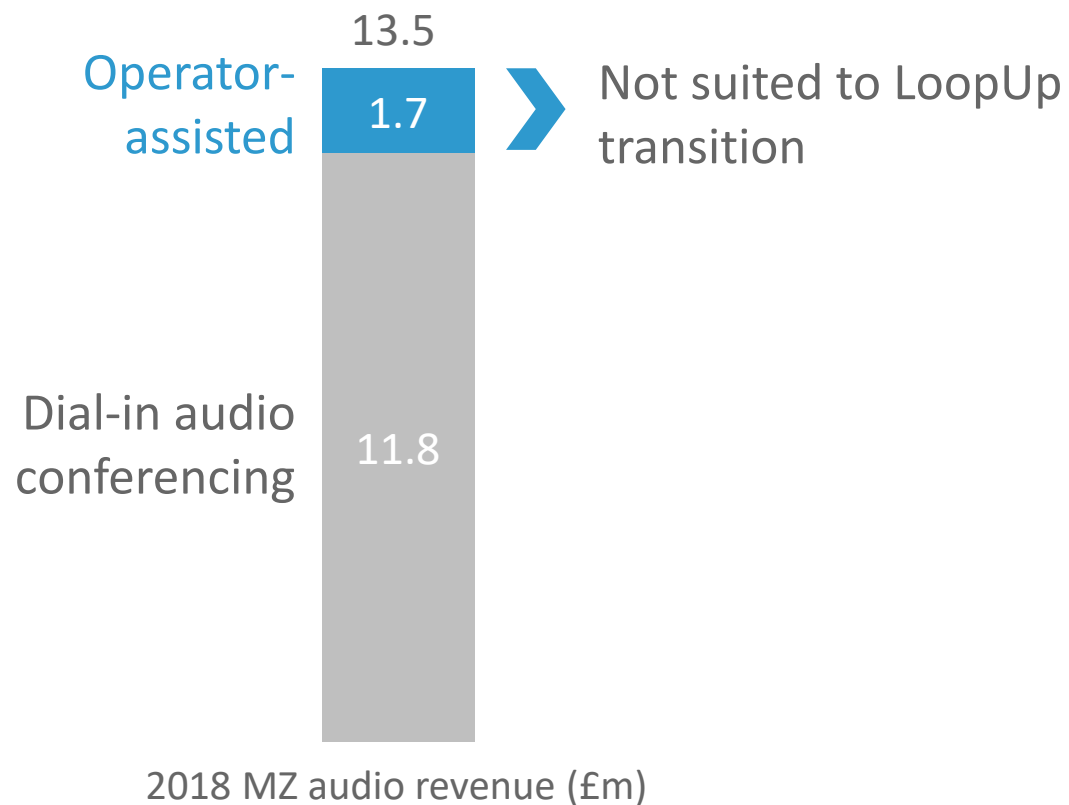
THE OPPORTUNITY

o Large market
  – Operator-assisted: c.$0.4b*
  – Wider webcasting: >$2.5b**

o Untapped LoopUp cross-sale potential

o High gross margin

o Experienced team of operators

o Infrastructure
  – Otherwise redundant £3m investment in bridges

o Mismatch between supply and demand

Mismatch between supply and demand

Competition focused
on products/features

SUPPLIER PRODUCTS

CUSTOMER NEEDS

Just want things the
way they want them
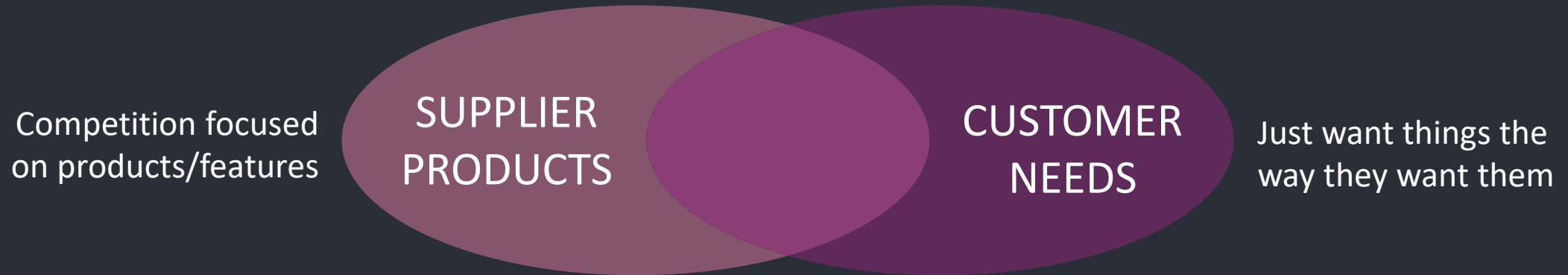
NOT TAILORED TO NEEDS

- Confusing product options
- Convoluted booking process and unclear steps

COMMUNICATIONS

- No single point of contact
- Variable operator quality
- No one guiding me through

Introducing 'Event by LoopUp'

Differentiated through PEOPLE

event
by loopup

A hand-held, 'white-glove' experience from end to end:

BOOKING   PRE-CALL CONFIRMATION   POST-CALL DEBRIEF

DRESS REHEARSAL   THE MAIN EVENT!
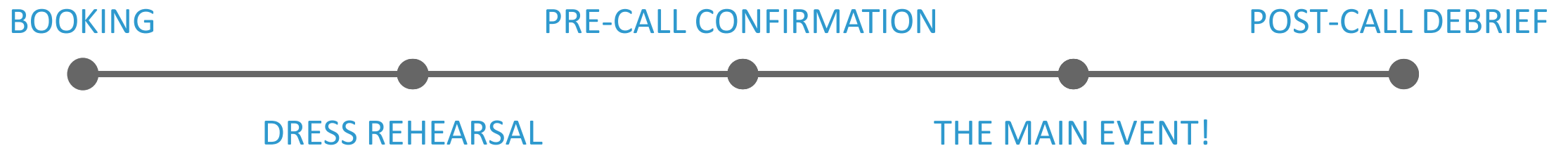
Operational plan
Growth!

Operations

- Leverage existing MZ infrastructure and capacity
- Q319: replicate Cardiff operations in Boston
- 'Operator Academy'
  - Exceptional, consistent execution
  - Career progression path

Go-to-market

- Rebrand
- Marketing messaging to promote differentiation
- Cross-sell through LoopUp account management and pods

Product

- New online booking tool to assist sales/operator staff and customers
- Simplified, transparent pricing
- Extend offer into webcasting

"It went incredibly well; the minister was very pleased. Mollie was superb as our customer service contact and as our Operator, and a real pleasure to work with.

Totally professional, highly competent, incredibly helpful, and hand-held us throughout the sheer weirdness of doing this sort of event.

After the practice call, we felt 100% more confident about it all, and that confidence wasn't misplaced as she handled everything smoothly and without fuss"

Major British Government Department

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loopup

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Andrew Birch
Sr. Director, Pods

From dial-in to dial-out:

How Clifford Chance transformed their remote meetings

Andrew Birch
Senior Director, Global Sales

ABOUT CLIFFORD CHANCE

o One of the world's pre-eminent law firms

o Operates across 32 major financial centres in Europe, Asia Pacific, the Americas and the Middle East

> *"We consider how investing in smart technology can improve value and outcomes for clients."*

ABOUT LOOPUP

o Premium remote meetings provider

o 17 offices and more than 2,000 clients, including 30% of the UK's top law firms

> *"Our mission is to provide a better and more secure experience on important, day-to-day remote meetings."*

GLOBAL LOOPUP ROLL-OUT

3-YEAR RENEWAL

Deployed to 20
offices around EMEA
and the Americas

Remaining Asian
offices onboarded

Testing and
configuration

Pilot and survey

CLIFFORD
CHANCE

Decision to work
with LoopUp

CLIFFORD CHANCE PRIORITIES

loopup | CLIFFORD CHANCE

LIKED BY LAWYERS

Ease-of-use to inspire widespread adoption

SECURITY

Enterprise grade security and data protection

PREMIUM CALL QUALITY

Reliable, consistent call quality, globally

INTEGRATION
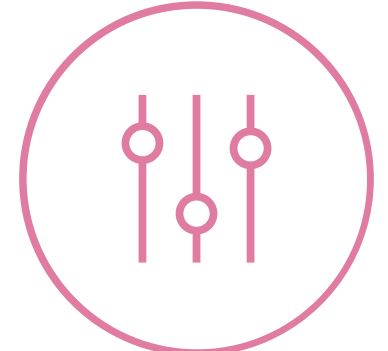
Integrates with existing business tools and processes

APPEAL TO - AND ADOPTION BY - LAWYERS

86%
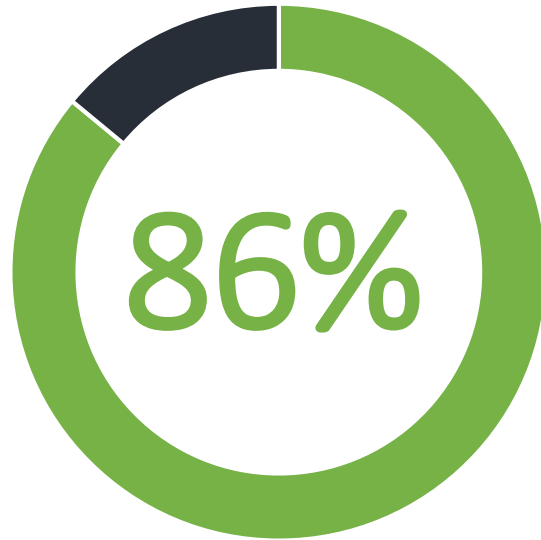
The 3,855 users are
no longer dialing in
on 86% of their calls

97%
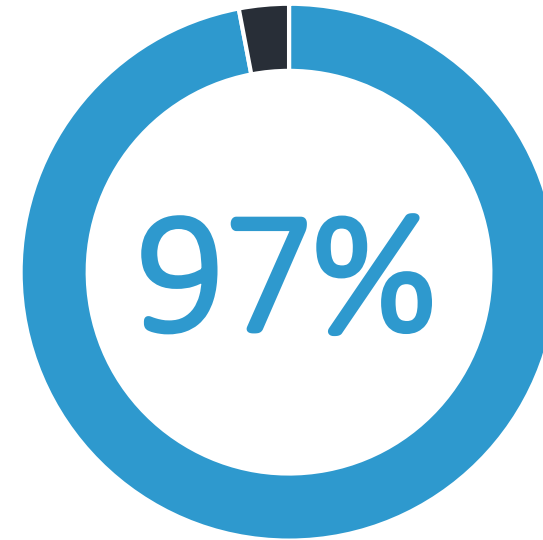
Are using mobile
app and/or
Outlook add-in

A MORE SECURE WAY TO MEET

- State-of-the-art tier-3 data centres globally

- Data protection and GDPR policies

- ISO27001 certification globally

- **THE PRODUCT**

ONLY THE HIGHEST QUALITY CALLS, EVERY TIME

o   PSTN audio rather than VoIP

o   Objective PESQ scoring

o   'Tromboning' solved

GLOBAL CALL QUALITY

"TROMBONING"

250ms
250ms

500ms

>350ms

250ms

250ms
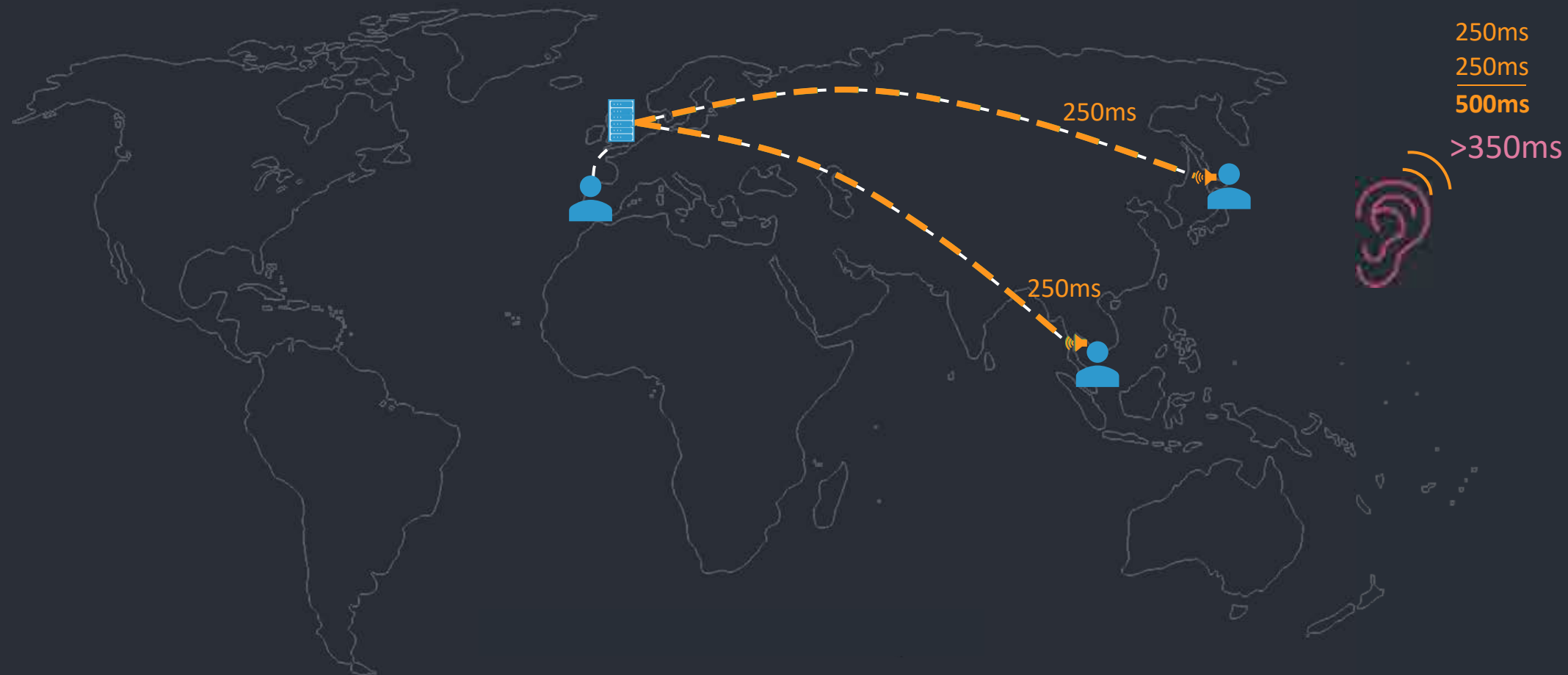
GLOBAL CALL QUALITY

DISTRIBUTED BRIDGING ARCHITECTURE
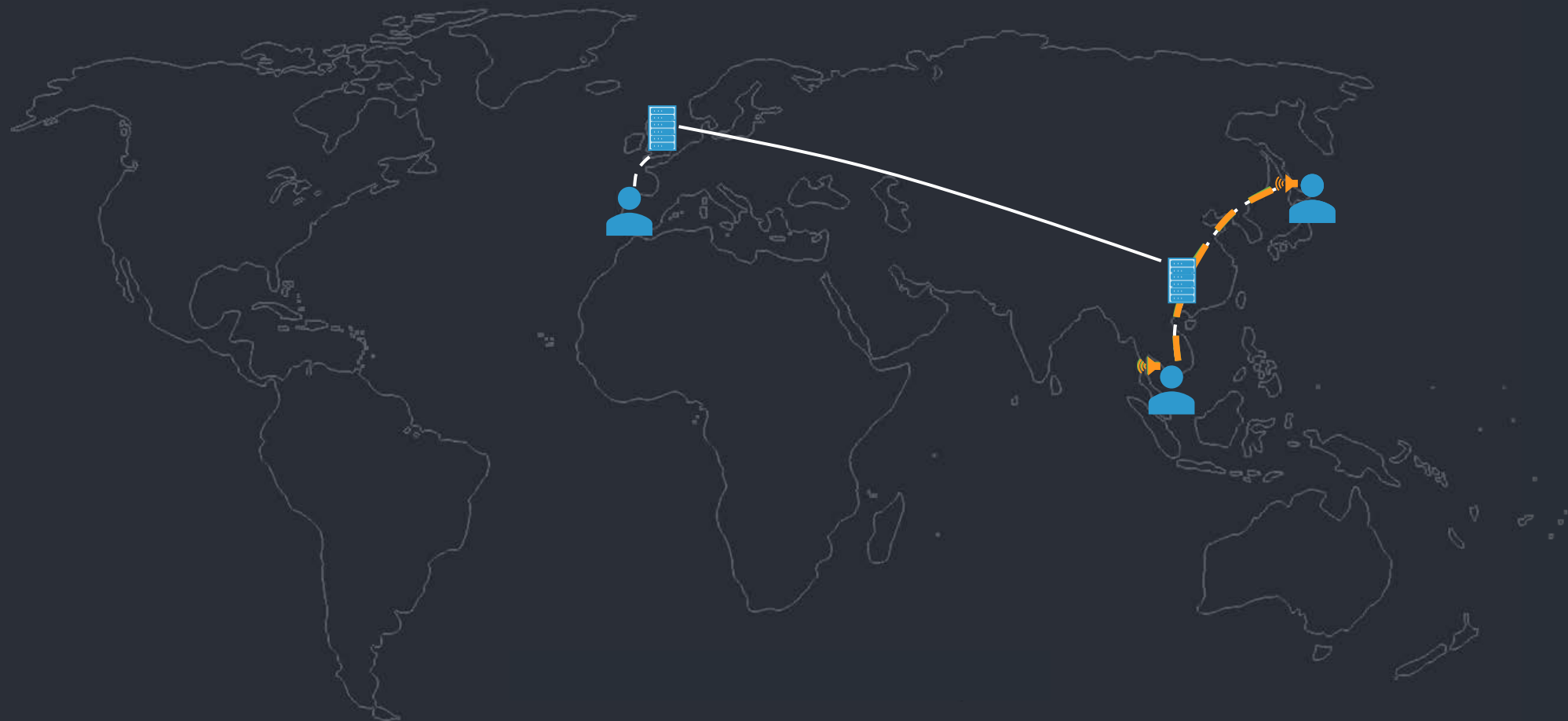
INTEGRATES WITH EXISTING BUSINESS TOOLS AND PROCESSES

loopup | CLIFFORD CHANCE

OUTLOOK

SSO

MOBILE APPS

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Marcus Greensit
COO

The genesis of pods

Pre-pod challenges and inefficiencies

loopup

INCONSISTENT HABITS
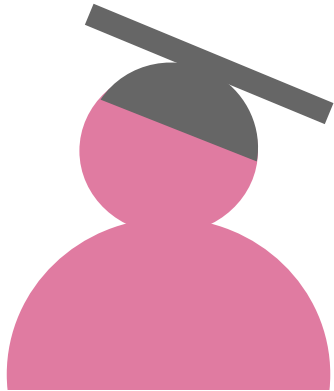
Graduates performed better than tenured sales reps

MISALIGNED INCENTIVES

BUS DEV TEAM

I've just booked a great meeting!

SALES TEAM

They're in a contract for the next 5 years
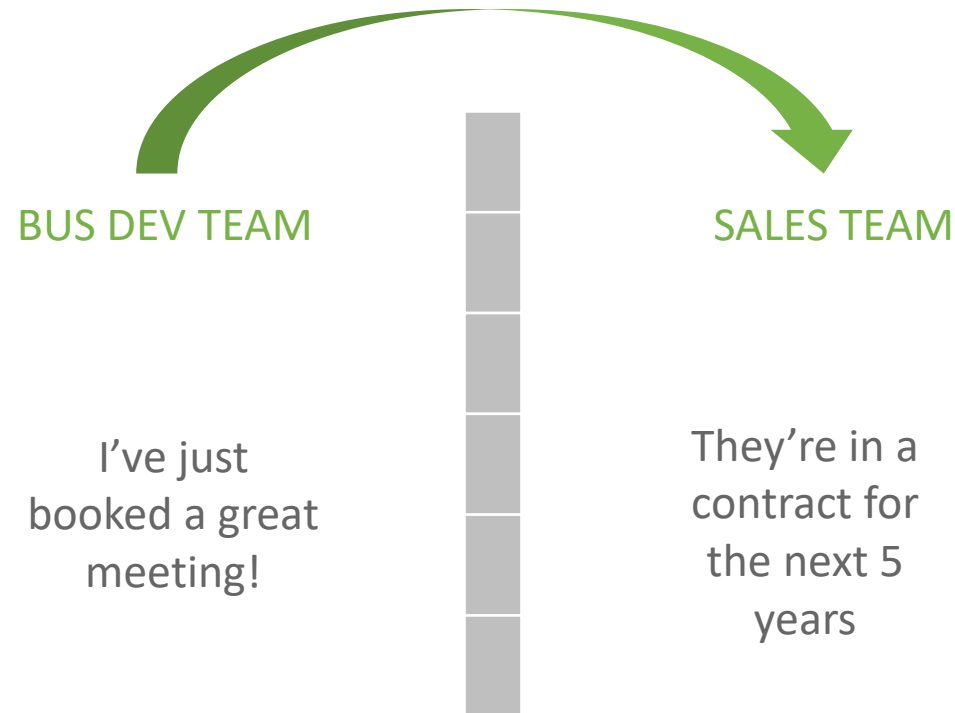
INDIVIDUALISTIC

co-CEO:
"How's it going?"

Junior sales person:
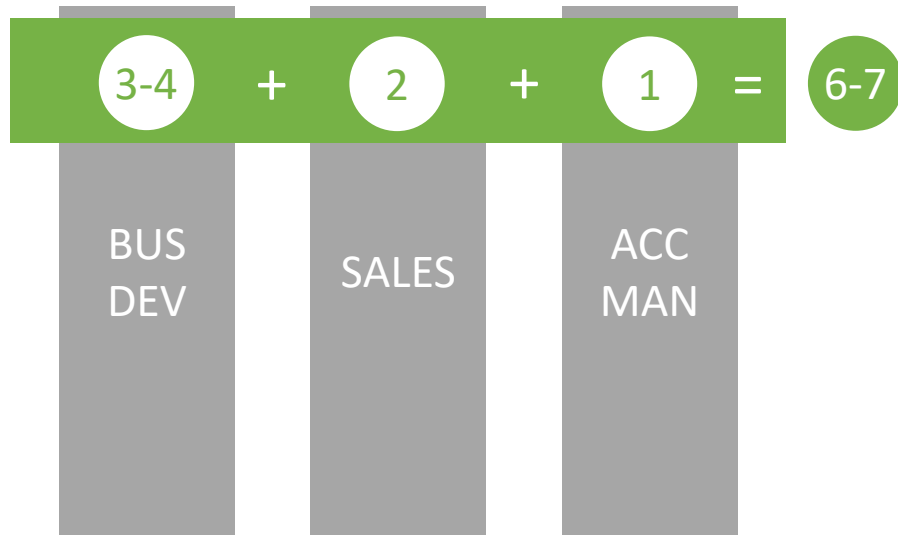"Great thanks. Had a really interesting meeting with the CIO of McKinsey yesterday."

co-CEO:
"Wow – fantastic. Who was at the meeting?"

Junior sales person:
"Oh, just me..."

LoopUp Pods

Proprietary approach to team selling

3-4 + **2** + **1** = **6-7**

BUS DEV SALES ACC MAN

- ○ Cross-functional teams of 6-7 people
- ○ Bonused solely as a team
- ○ Hired without sales experience; trained our way
- ○ To highly structured methods and processes
- ○ Workflow integrated into Salesforce.com

BEST FOOT FORWARD

PLAYING TO STRENGTHS

SELF-POLICING

SENSE OF OWNERSHIP

Pod training
Sharing best practice

Continuous Training

High Quality   **Shared Best Practice**   **Continually Evolving**

➡️ **SCALE**

Pod metrics

Consistently strong return on investment

New annual recurring gross margin

	2016	2017	2018
Output per pod	£379K	£362K	£368K
Return on every £1 invested (incl. increasing marketing spend from 2016-18)	£0.77	£0.75	£0.73

How pods naturally grow

Natural pods growth of 25-30% p.a.

Graduate recruiting
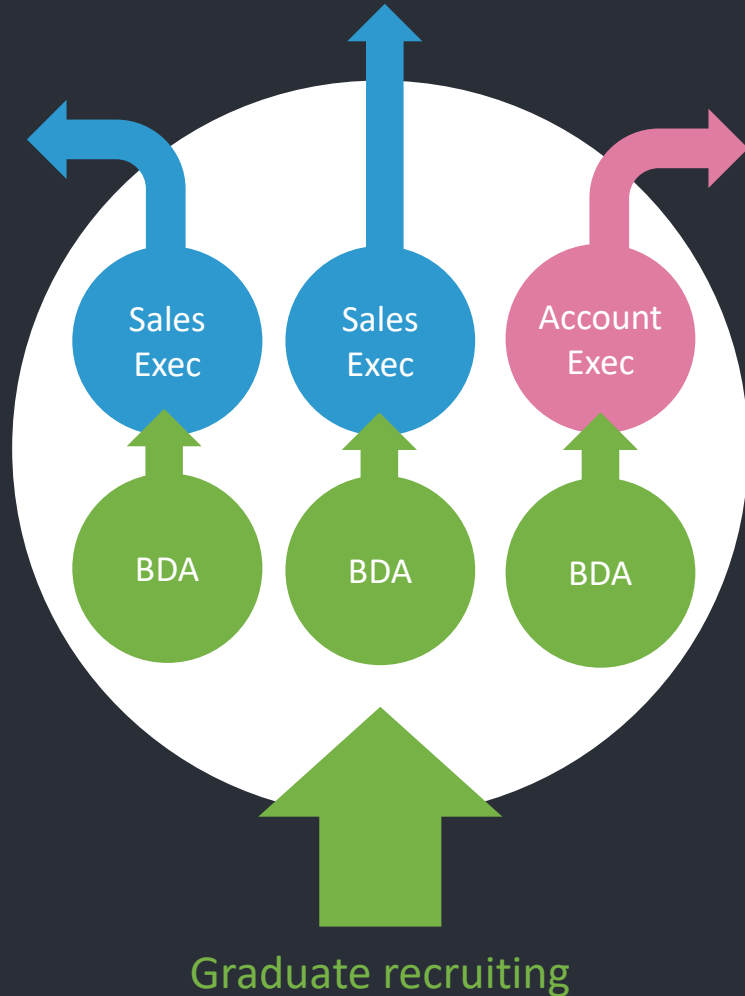
- University-leaver hiring

- c. 18-24 months to progress from a more junior BDA to a more senior sales/account exec

- c.40% attrition along the way

- As there become too many sales/account execs, they 'mushroom out' to form new pods

- More juniors are then recruited to back-fill the vacant junior BDA roles

c.25-30% ANNUAL GROWTH IN PODS

Acceleration through 'Pod Academy'

A dynamic lever to accelerate – not replace – natural expansion of pods

THE ACADEMY

- Career change hiring

- 3-months intensive training

- Goal: match skills of junior hires post 2 years

- Pod Academy 1: 14 achieved goal

- Pod Academy 2: Germany and France focus with Aug 19 start date

- Expect to average 13 quota-effective pods during FY2019

PROGRESS TO DATE IN THE FIELD

- 4 months out: progress is on track

- Pipelines are already at 46% of norm

- Closed 17 deals

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Rob Jardine
CMO

We started ramping our marketing activity in 2018…

... with a clear commercial impact

NEW REVENUE BY OPPORTUNITY SOURCE

Inbound activity (network effect, marketing) 30%

Outbound activity 70%

2017

Inbound activity (network effect, marketing) 48%

Outbound activity 52%

2018
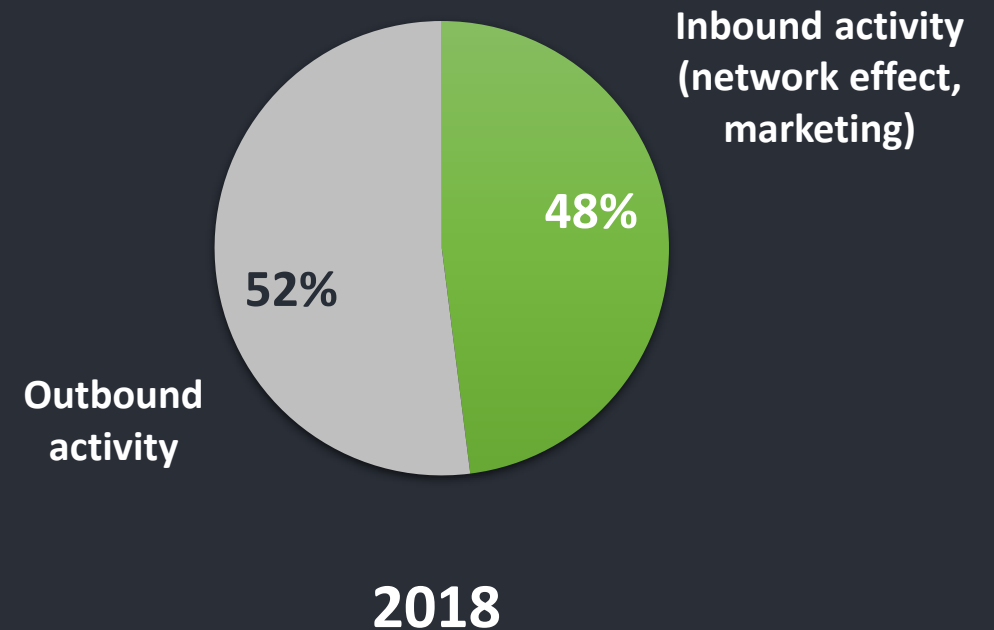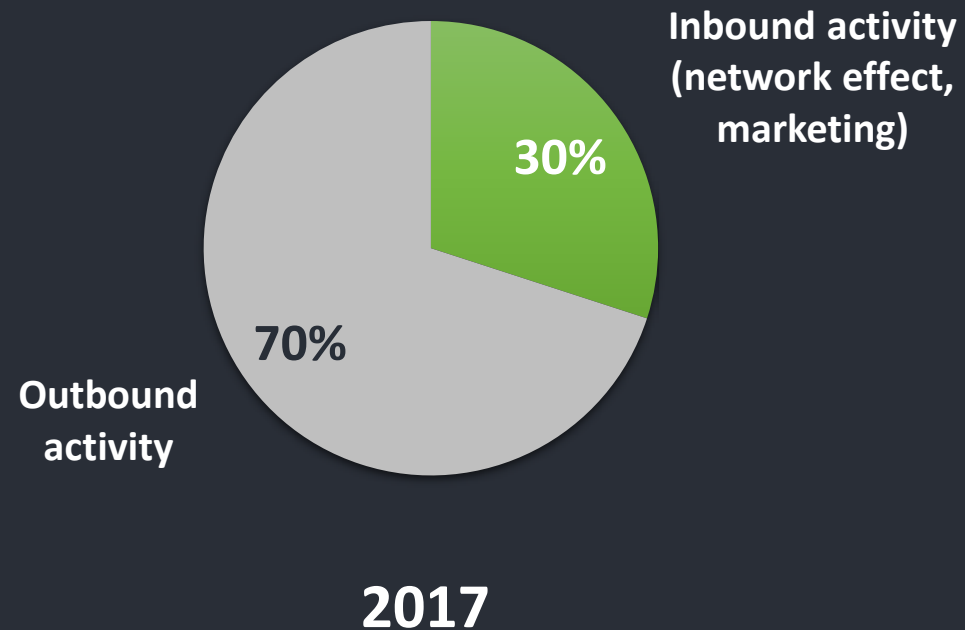
We are continuing to increase our marketing investment in 2019

MARKETING SPEND £m

	2018	2019E
	1.0	1.7
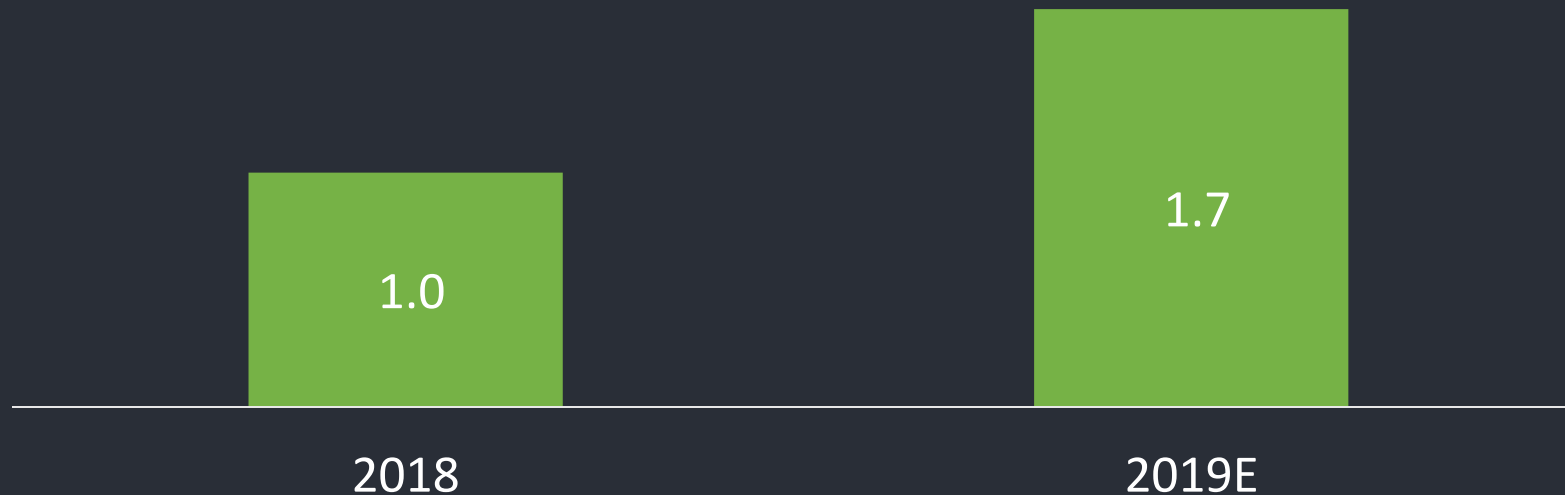
	2018	2019E
MARKETING SPEND AS % OF REVENUE	**2.9%**	**3.3%**

Marketing priorities for 2019

Develop world-class
marketing capabilities

Build brand awareness
and engagement

Generate
inbound leads

We're clear about the core story to tell…

Most users still dial in to conference calls with numbers and codes…

…in spite of the poor dial-in experience

LoopUp overcomes common adoption barriers…

…leading to improved business outcomes

How <u>enterprise</u> users are joining conference calls

68% are still dialing in

Who just joined?

Who has all the background noise?

Did everyone get the slides?

What's the access number from China?

✓ Designed for mainstream

✓ Not overloaded with features

✓ No training required

✓ Reliable, high quality experience

How <u>LoopUp</u> users are joining conference calls

76% LoopUp calls you
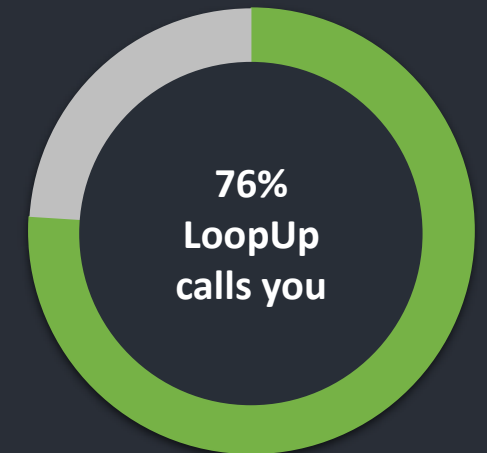
...and the audience we want to reach

loopup

Senior IT professionals...

...at enterprise or mid-market businesses...
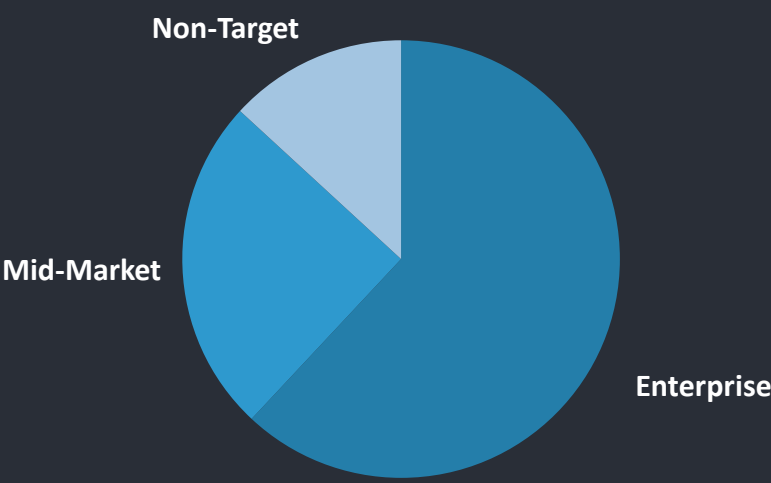
...in industries where premium remote meetings are important

LOOPUP CLIENT BASE BY REVENUE:
PRIMARY DECISION MAKER

ACCOUNT SIZE

INDUSTRY SECTOR
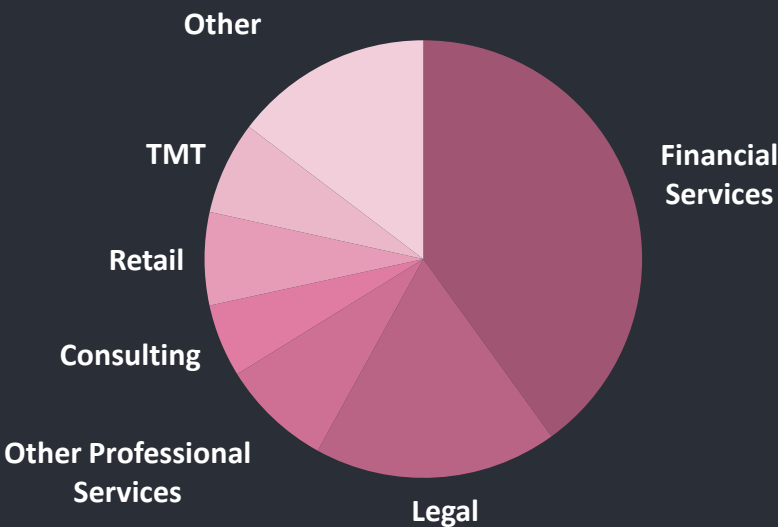
We target users and decision makers at various points in the sales cycle
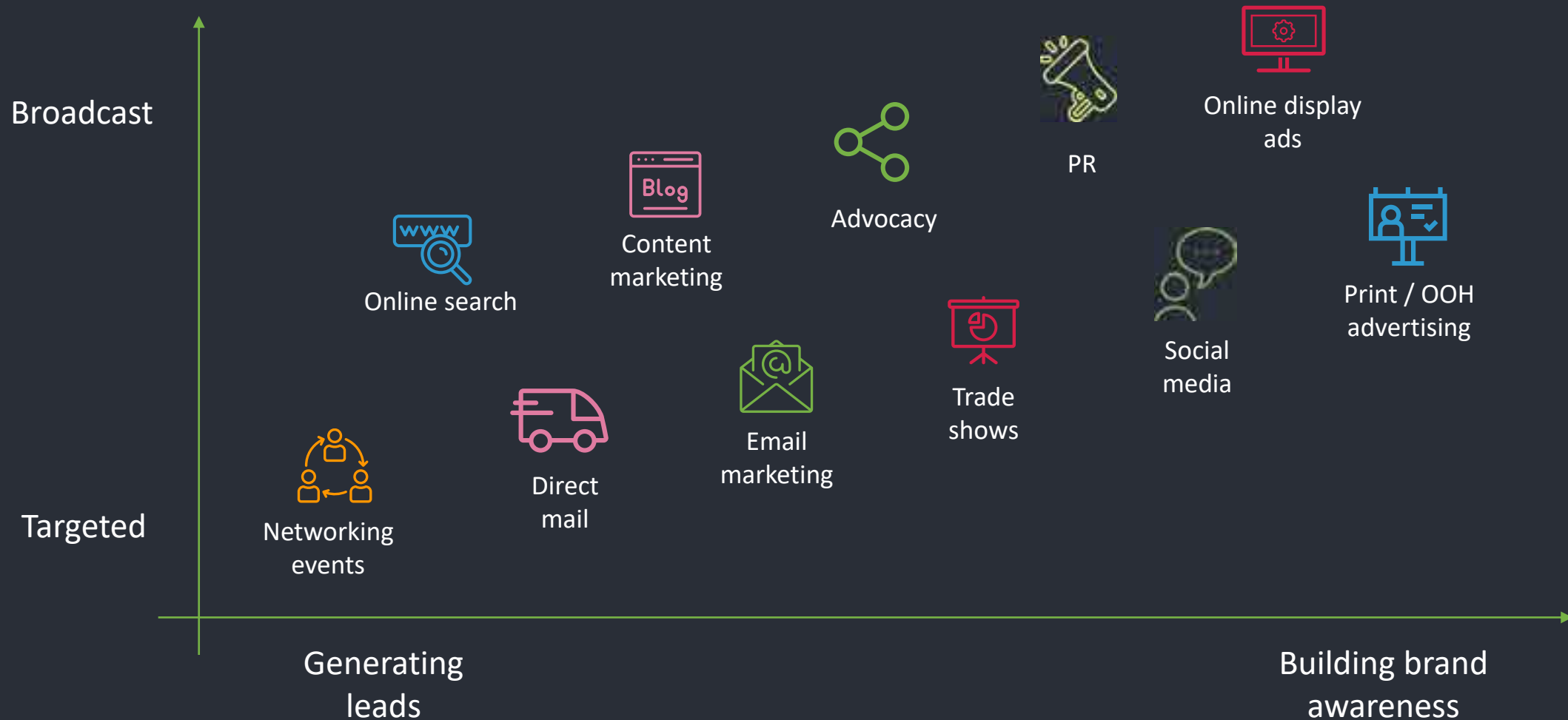
Wales vs. Ireland
Six Nations Rugby, March 2019

Subway adverts
New York City, May 2019

EA Reception
London, May 2019

Video Brochure Campaign
US, UK and Australia, Jan – Apr 2019

240 sales meetings in 4 months from this campaign

"The video brochure was very impressive and well received"

Operations Director, Global Markets Company
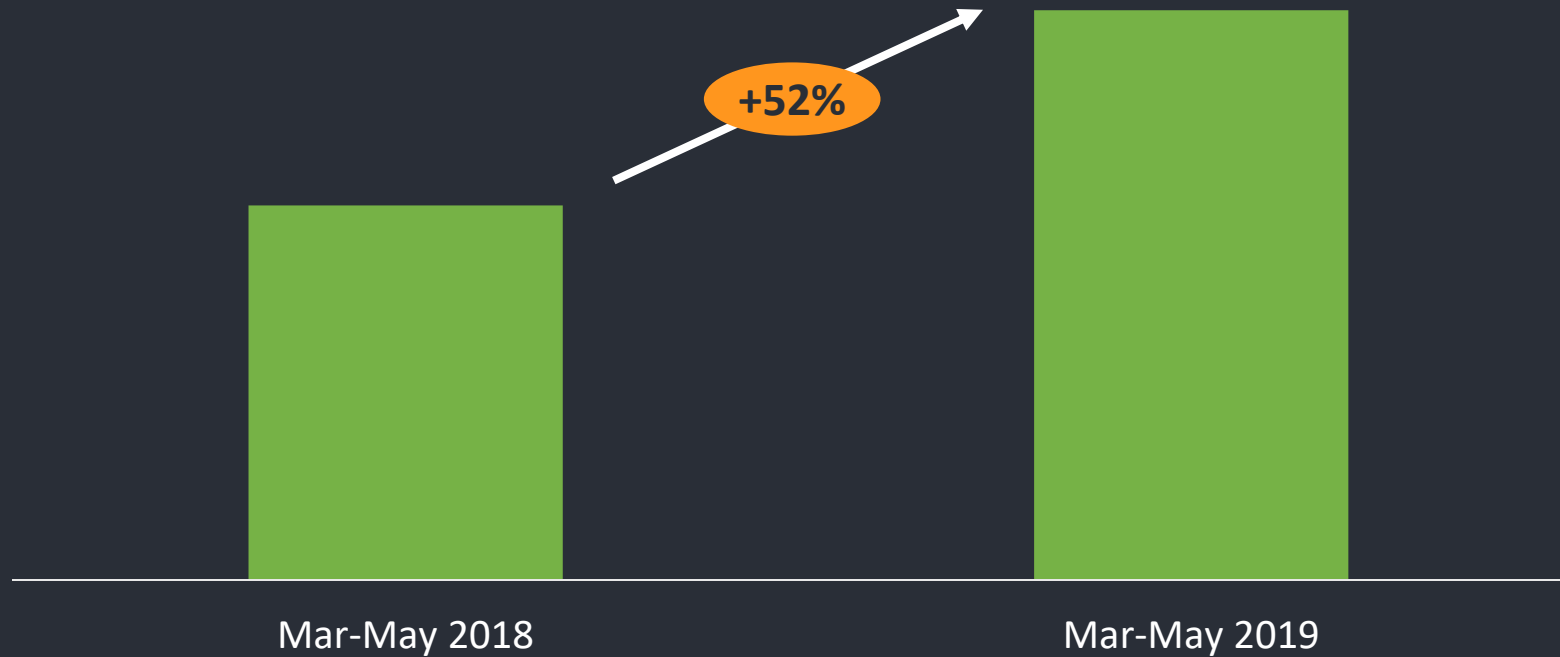
Other 2019 YTD marketing highlights

	Activities	Impact
Website	Localised loopup.com in 6 languages (Spanish, German, French, Swedish, Simplified and Traditional Chinese)	**52% increase** in leads from localised websites
Email marketing	Targeted bi-monthly content to over 60,000 validated decision makers	**10x increase** in clicks from emails
Social media	Daily posts to LinkedIn, Twitter and Facebook	**3x increase** in social media engagement
Industry events	Major industry events and trade shows	**100% increase** in events sponsored
Advocacy	Power users encouraged to review LoopUp	**4.5/5 on Capterra** (42 reviews) **4.3/5 on Gartner** (16 reviews)

And it's working! 2019 marketing activities are driving significant pipeline growth

FIRST CUSTOMER MEETINGS
(LOOPUP SALES QUALIFIED LEADS)

+52%

Mar-May 2018

Mar-May 2019

Agenda

loopup

2:00pm	Coffee and registration
2:10pm	Welcome/Agenda
2:25pm	Introducing video – the LoopUp way
2:50pm	MeetingZone transition update
3:05pm	New product: 'Event by LoopUp'
3:20pm	Q&A 1 and Break
3:45pm	Clifford Chance case study
4:10pm	Deep dive 1: Pods
4:30pm	Deep dive 2: Lead Gen
4:45pm	Wrap-up
4:50pm	Q&A 2 followed by refreshments

A highly differentiated strategy and market proposition

Delivering compelling commercial results

Built to scale

Agenda

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Thank you

And refreshments...