

5 October 2020



LOOPUP GROUP PLC

("LoopUp Group" or the "Company")

Issue of Equity and PDMR Dealing

LoopUp Group plc (LSE AIM: LOOP) announces that the Company has issued 73,833 new ordinary shares of 0.5 pence each ("**Ordinary Shares**") as a result of an exercise of share options by employees and ex-employees of the LoopUp Group.

Issue of Equity

Application has been made for the 73,833 new Ordinary Shares to be admitted to trading on AIM. It is expected that dealings in these new Ordinary Shares will commence on 9 October 2020 ("**Admission**"). The new Ordinary Shares will rank *pari passu* with the existing Ordinary Shares.

Following Admission, the Company will have in issue a total of 55,441,182 Ordinary Shares. The Company does not hold any Ordinary Shares in treasury.

PDMR Dealings

The Company further announces that a PDMR, Marcus Greensit, has sold 100,000 Ordinary Shares. Following this sale of shares, Mr. Greensit will hold options over 499,000 Ordinary Shares and will hold 56,243 Ordinary Shares representing 0.10% of the Company's issued share capital following Admission.

The FCA notification, made in accordance with the requirements of the EU Market Abuse Regulation is appended below.

For further information, please contact:

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via FTI

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About LoopUp Group plc:

LoopUp (LSE AIM: LOOP) is a premium cloud communications solution for business-critical external communications. The solution combines premium remote meetings with inbound and outbound cloud voice services via Direct Routing integration with Microsoft Teams. Our customers benefit from a global fully-managed service, and an emphasis on security, reliability and simplicity, delivered with deep domain expertise and caring customer support. We're proud to be trusted provider to over 5,000 organisations worldwide, including more than 20 of both the world's top-100 law firms and top-100 private equity firms, as well as enterprises such as Travelex, Kia Motors, Planet Hollywood and National Geographic. The Group is headquartered in London, with offices in San Francisco, New York, Boston, Chicago, Dallas, Los Angeles, Denver, Cardiff, Milton Keynes, Madrid, 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.

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	Marcus Greensit					
2	Reason for the notification						
a)	Position/status	PDMR					
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	21380063DQ4WXDQLYB80					
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 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>225.00p</td><td>100,000</td></tr> </tbody> </table>		Price(s)	Volume(s)	225.00p	100,000
Price(s)	Volume(s)						
225.00p	100,000						
d)	Aggregated information - Aggregated volume - Price	100,000 Ordinary Shares Price of 225.00p per share					
e)	Date of the transaction	5 October 2020					
f)	Place of the transaction	London Stock Exchange					