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LOOPUP GROUP PLC
(the "Group")

Launch of LoopUp Rooms

Simple, accessible and competitively-priced HD video conferencing suites

LoopUp Group plc (AIM: LOOP), the premium cloud communications provider, is pleased to announce the launch of LoopUp Rooms. LoopUp Rooms combines the Group's premium remote meeting solution with off-the-shelf hardware to create competitively-priced, plug-and-play video conferencing suites accessible to all users.

As businesses see an increase in remote and hybrid working, demand is growing for collaborative spaces that allow employees to communicate securely and productively with clients and colleagues. Until recently, video suites have often been expensive to install, complex to use and inaccessible to many employees. By contrast, LoopUp Rooms is a simple, plug-and-play solution that can be set up in minutes and uses off-the-shelf hardware – a display screen, a high quality camera, a mini-PC, a touch-screen controller and a conference room phone.

Users join meetings with one touch from a touch-screen controller, which then uses the high quality video and display of the room's screen and camera, and reliable managed quality-of-service audio of the room's speaker phone. Users can reserve the meeting room direct from Outlook, which adds their LoopUp meeting details to the calendar on the room's touch-screen controller for easy joining.

Steve Flavell and Michael Hughes, co-CEOs of LoopUp Group, commented,

"With remote and distributed working now the new normal for many, a growing number of meetings are taking place by video conference. Businesses need more meeting rooms equipped with technology for employees to collaborate effectively and comfortably with clients and colleagues. We're facilitating this by making premium video conferencing suites more cost competitive, accessible and intuitive for users without having to call upon IT for assistance."

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About LoopUp Group plc:

LoopUp (LSE AIM: LOOP) is a global platform for business-critical external cloud communications, which combines premium capabilities for cloud telephony, remote meetings and managed events. Our customers benefit from a fully-managed service, globally, 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.