

19 October 2021

LoopUp Group plc
(“LoopUp” or the “Company”)

Completion of Capital Raise, Director/PDMR Dealing and Total Voting Rights

LoopUp Group plc (LSE AIM: LOOP), the cloud platform for premium specialist communications, is pleased to announce that it has successfully completed the placing of 30,230,752 new ordinary shares with new and existing institutional investors. Concurrently with the Placing, investors through PrimaryBid subscribed for an aggregate of 5,169,248 Retail Offer Shares all at the Issue Price of 25 pence each. A total of 35,400,000 new ordinary shares have therefore been issued and admitted to trading on AIM today under the Capital Raising.

Following Admission of these shares under the Capital Raising, in addition to the 5,374,050 Consideration Shares admitted on 6 October 2021 in relation to the acquisition of SyncRTC, the Company will have a total of 96,215,232 Ordinary Shares in issue. With effect from Admission, this figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company, under the Disclosure Guidance and Transparency Rules of the Financial Conduct Authority.

Director/PDMR Dealing

Keith Taylor (Non-Executive Director of LoopUp) has today notified the Company that he has acquired 75,000 ordinary shares of 0.5 pence each in the Company as part of the PrimaryBid retail offer within the Capital Raising.

The FCA notification, made in accordance with the UK version of the requirements of the EU Market Abuse Regulation (as part of UK law by virtue of the European Union (Withdrawal) Act 2018) is appended below.

Enquiries:

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About LoopUp Group plc:

LoopUp (LSE AIM: LOOP) is a cloud platform for premium specialist communications, focusing on capabilities that complement foundational unified communications platforms, such as Microsoft Teams. The Group's flagship Cloud Telephony solution for Microsoft Teams enables enterprise customers to eliminate disparate on-premises phone systems and multiple telecommunications service providers, and consolidate their global telecommunications into a single cloud implementation. LoopUp's global IP backbone interconnects with 18 carefully selected regional carrier partners and the Group has market-leading coverage as a licensed telecommunications service provider. The Group is listed on the AIM market of the London Stock Exchange (LOOP) and is headquartered in London, with offices in the US, Spain, Germany, Hong Kong, Barbados and Australia. 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	Keith Taylor, Non-Executive Director
2	Reason for the notification	
a)	Position/status	Director
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	Issue of Ordinary Shares
d)	Price(s) and volume(s)	75,000 Ordinary Shares at 25 pence per share
d)	Aggregated information - Aggregated volume - Price	75,000 Ordinary Shares at 25 pence per share
e)	Date of the transaction	19 October 2021
f)	Place of the transaction	London Stock Exchange