

7 October 2021

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

PDMR Dealing

LoopUp Group plc (AIM: LOOP), the cloud platform for premium specialist communications, announces that as part of the recent acquisition of SyncRTC Inc., Víctor Sánchez (previously CEO founder of SyncRTC and now Chief Technology Officer of the enlarged Group) has been issued with 466,476 ordinary shares of 0.5 pence each in LoopUp in accordance with the sale and purchase agreement.

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

Enquiries:

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via FTI

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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	Víctor Sánchez, Chief Technology Officer
2	Reason for the notification	
a)	Position/status	Classified as a PDMR of the Company
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)	466,476 Ordinary Shares valued at 37.303 pence per share
d)	Aggregated information - Aggregated volume - Price	466,476 Ordinary Shares valued at 37.303 pence per share
e)	Date of the transaction	6 October 2021
f)	Place of the transaction	London Stock Exchange