



16 November 2021

**LOOPUP GROUP PLC**  
**("LoopUp" or the "Group")**

**Cloud Telephony contract wins**

LoopUp Group plc (AIM: LOOP), the cloud platform for premium specialist communications, is pleased to announce eight additional direct customer contract wins in its Cloud Telephony business unit.

In Q3 2020, the Group announced the launch of its internationally differentiated Cloud Telephony solution, integrated into Microsoft Teams via 'Direct Routing' peering with Microsoft. This global capability enables customers to make phone calls to external phone numbers and receive phone calls to their own work phone numbers, all directly from their Microsoft Teams user interfaces.

The Group has now extended its number of new direct contract wins to 23 during 2021, an additional eight since our last update. These wins represent, in aggregate, total contract value ranging from a baseline minimum of £2.1 million for initially committed and contracted deployment phases (a 24% increase since our last update) to an expected c.£7.9 million should geographic rollouts proceed as expected (a 55% increase since our last update).

The geographic rollouts involved in most of these contract wins reflects LoopUp's target market for its Cloud Telephony solution: relatively large, relatively international enterprises. To date, all customer deployments have been successful, and all rollouts are progressing positively.

The Group's sales pipeline of direct Cloud Telephony opportunities has also continued to grow and mature. The total pipeline now stands at £63 million of potential Annual Contract Value (ACV), of which approximately 20% is at later stages of the sales cycle (written proposal or later).

The Group's new Cloud Telephony contract wins and pipeline growth reflect its differentiated value proposition to relatively large, relatively international enterprises, enabling them to work with one vendor partner **globally** rather than multiple geographic-specific carriers. Specifically, this differentiation includes:

- **Market-leading geographic coverage** – regulated and compliant platform service provision in approximately 80 countries by H1 2022, and platform integrations with 19 carefully selected tier-1 carrier partners for highest quality voice routing;
- **Deep, multilingual Microsoft voice expertise** – recently awarded the 'Calling for Microsoft Teams Advanced Specialization' by Microsoft, which represents the highest competency tier (above Microsoft's gold level) for customer solution configuration and implementation;
- **Global Administration Portal** – a customer software portal for enterprise customers, enabling visibility and management of phone numbers, users and usage/spend analysis on a global level; and
- **'PerfectBundle™' pricing** –enables multinational customers to pool their committed spend across their international billing entities.

**For further information, please contact:**

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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](http://www.loopup.com).