

19 November 2021

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

PDMR Dealings and Total Voting Rights

LoopUp Group plc (AIM: LOOP), the cloud platform for premium specialist communications, announces that a total of 785,882 New Ordinary Shares have been allotted to participants pursuant to the Employee Stock Purchase Plan (the “ESPP”), whereby employees may elect to sacrifice up to 25 percent of their salary in return for the allotment of New Ordinary Shares.

PDMR Dealings

Certain PDMRs have participated in the ESPP, and as a result of such participation, have elected to sell sufficient number of New Ordinary Shares to cover their respective tax liability. The following PDMR dealings in relation to the New Ordinary Shares have taken place:

Name	Title	<i>Shares</i>				Total shares as a % of issued share capital
		New Ordinary Shares initially allotted (ESPP)	New Ordinary Shares sold (to cover ESPP tax)	New Ordinary Shares held (after ESPP tax)	Total number of shares held (all holdings)	
Steve Flavell	co-CEO	65,296	30,921	34,375	2,660,250	2.74%
Michael Hughes	co-CEO	58,028	17,744	40,284	2,657,183	2.74%
Marcus Greensit	COO	20,440	9,680	10,760	67,003	0.07%
Alex Breen	CPO	51,811	15,705	36,106	488,313	0.50%
Robert Jardine	CMO	18,169	8,604	9,565	32,065	0.03%
Dave Carroll	EVP, Network Operations	35,487	15,017	20,470	20,470	0.02%
Edward Cooper	General Counsel	13,627	5,766	7,861	11,375	0.01%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 97,001,114 and the total number of voting rights in the Company is therefore 97,001,114. No ordinary shares are held in treasury.

The above figure of 97,001,114 may be used by shareholders as the denominator for the calculation by which they may determine if they are required to notify their interest in, or change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

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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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	<ol style="list-style-type: none"> 1. Steve Flavell 2. Michael Hughes 3. Marcus Greensit 4. Alex Breen 5. Robert Jardine 6. Dave Carroll 7. Edward Cooper 																								
2	Reason for the notification																									
a)	Position/status	Classified as PDMRs 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	Allotment and part sale pursuant to a group Employee Share Purchase Plan																								
d)	Price(s) and volume(s)	<p>Initial allotment</p> <table border="1"> <thead> <tr> <th></th> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>22.015p</td> <td>65,296</td> </tr> <tr> <td>2.</td> <td>22.015p</td> <td>58,028</td> </tr> <tr> <td>3.</td> <td>22.015p</td> <td>20,440</td> </tr> <tr> <td>4.</td> <td>22.015p</td> <td>51,811</td> </tr> <tr> <td>5.</td> <td>22.015p</td> <td>18,169</td> </tr> <tr> <td>6.</td> <td>22.015p</td> <td>35,487</td> </tr> <tr> <td>7.</td> <td>22.015p</td> <td>13,627</td> </tr> </tbody> </table> <p>Sale (cover tax)</p>		Price(s)	Volume(s)	1.	22.015p	65,296	2.	22.015p	58,028	3.	22.015p	20,440	4.	22.015p	51,811	5.	22.015p	18,169	6.	22.015p	35,487	7.	22.015p	13,627
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		Price(s) - average		Volume(s)
		1.	21.697p	Sale of 30,921
		2.	21.697p	Sale of 17,744
		3.	21.697p	Sale of 9,680
		4.	21.697p	Sale of 15,705
		5.	21.697p	Sale of 8,604
		6.	21.697p	Sale of 15,017
		7.	21.697p	Sale of 5,766
d)	Aggregated information - Aggregated volume - Price	262,858 ordinary shares allotted at 22.015p. 103,436 ordinary shares sold (to cover tax) at 22.015p		
e)	Date of the transaction	18 November 2021		
f)	Place of the transaction	London Stock Exchange		