

21 February 2022

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

PDMR Dealings, Total Voting Rights and Block Listing

LoopUp Group plc (AIM: LOOP), the cloud platform for premium specialist communications, announces that a total of 5,057,444 shares (“**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, as well as to employees who at this time have elected to exercise previously granted options pursuant to the LoopUp Share Option Scheme (“**Option Scheme**”).

The participation of employees in the ESPP remains strong after the success of the first period reflecting the continued enthusiasm of employees to own shares in LoopUp. The Directors believe this is an effective way to reward and retain employees whilst ensuring they are aligned to the success of the Company.

PDMR Dealings

The following PDMRs have increased their overall holdings with dealings in relation to these allotments of New Ordinary Shares pursuant to the ESIS and Options Scheme:

Name	Title	Shares held before dealing	Additional shares initially issued	Shares sold to cover tax liability	Net additional shares issued	Shares held after dealing	Shares held as a % of total issued share capital
Steve Flavell	co-CEO	2,660,250	181,766	72,278	109,488	2,769,738	2.71%
Michael Hughes	co-CEO	2,657,183	853,451	346,920	506,531	3,163,714	3.10%
Marcus Greensit	COO	67,003	56,901	31,390	25,511	92,514	0.09%
Alex Breen	CPO	488,313	256,680	116,220	140,460	628,773	0.62%
Robert Jardine	CMO	32,065	50,578	24,933	25,645	57,710	0.06%
Dave Carroll	EVP, Network Operations	20,470	111,040	54,798	56,242	76,712	0.08%
Edward Cooper	General Counsel	11,375	43,815	21,627	22,188	33,563	0.03%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 102,058,558 and the total number of voting rights in the Company is therefore 102,058,558. No ordinary shares are held in treasury.

The above figure of 102,058,558 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.

Block Listing Application

The Company further announces that due to the success of the ESPP, application has been made to the London Stock Exchange for admission of 5,000,000 ordinary shares of 0.5 pence each under a block listing. Such shares are to be issued from time to time to satisfy the allotment of shares pursuant to the ESPP.

Admission is expected to become effective on 24 February 2022. When issued, the shares will rank pari passu in all respects with the existing issued ordinary shares of the Group.

For further information, please contact:

LoopUp Group plc
Steve Flavell, co-CEO

via FTI

Panmure Gordon (UK) Limited
Dominic Morley / Alina Vaskina (Corporate Finance)
Erik Anderson (Corporate Broking)

+44 (0) 20 7886 2500

Cenkos Securities Limited
Giles Balleny / Dan Hodgkinson (Corporate Finance)
Alex Pollen / Dale Bellis (Sales)

+44 (0) 20 7397 8900

FTI Consulting, LLP
Matt Dixon / Jammie Smith / Tom Blundell

+44 (0) 20 3727 1000

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	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																																			
b)	Identification code	GB00BYQP6S60																																			
c)	Nature of the transaction	Allotment and part sale pursuant to a group Share Option Scheme and Employee Share Purchase Plan																																			
d)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th colspan="2" rowspan="2">Price(s)</th> <th colspan="2">Volume(s)</th> </tr> <tr> <th>Allotment</th> <th>Sale to cover tax</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>8.5p</td> <td>181,766</td> <td>72,278</td> </tr> <tr> <td>2.</td> <td>8.5p</td> <td>853,451</td> <td>346,920</td> </tr> <tr> <td>3.</td> <td>8.5p</td> <td>56,901</td> <td>31,390</td> </tr> <tr> <td>4.</td> <td>8.5p</td> <td>256,680</td> <td>116,220</td> </tr> <tr> <td>5.</td> <td>8.5p</td> <td>50,578</td> <td>24,933</td> </tr> <tr> <td>6.</td> <td>8.5p</td> <td>111,040</td> <td>54,798</td> </tr> <tr> <td>7.</td> <td>8.5p</td> <td>43,815</td> <td>21,627</td> </tr> </tbody> </table>		Price(s)		Volume(s)		Allotment	Sale to cover tax	1.	8.5p	181,766	72,278	2.	8.5p	853,451	346,920	3.	8.5p	56,901	31,390	4.	8.5p	256,680	116,220	5.	8.5p	50,578	24,933	6.	8.5p	111,040	54,798	7.	8.5p	43,815	21,627
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d)	Aggregated information - Aggregated volume - Price	1,554,231 shares allotted of which 668,166 have been sold to cover tax liabilities at a price of 8.5p per share.
e)	Date of the transaction	16 February 2022
f)	Place of the transaction	London Stock Exchange