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LOOPUP GROUP PLC
(“LoopUp” or the “Group”)

Telefónica Win and Momentum Update

LoopUp Group plc (AIM: LOOP), the cloud platform for premium external communications, is pleased to announce a contract win with Telefónica for its Hybrid Auditorium and Events solution as well as to provide a trading update for its primary Cloud Telephony business.

Telefonica contract win for Hybridium

The Group has signed a deal with Telefónica for its Hybrid Auditorium and Events technology, acquired by the Group last year and recently rebranded to Hybridium (www.hybridium.com). The initial 2-year contract with Telefónica is for a minimum value of approximately EUR 200,000, with potential for expansion and extension.

Telefónica is deploying the Hybridium solution at ‘Universitas’, its global innovation and talent hub, located at its Madrid headquarters in Distrito Telefónica.

José María Álvarez-Pallete, president of Telefónica, explained:

“Universitas is at the heart of our objective to turn Telefónica’s headquarters into a complete and avant-garde technological, disruptive, training and creative ecosystem, and we are delighted to partner with Hybridium in this endeavour. Hybrid classes will leverage Hybridium’s technology, combining virtual and face-to-face sessions in groundbreaking formats that honour the essence of the Hub in attracting, fostering and nurturing talent. We see Universitas and its technologies as a world reference.”

Víctor Sánchez, president of Hybridium and LoopUp Group CTO, commented:

“We are delighted to be partnering with Telefónica and are excited to be part of such an ambitious and benchmark-setting project at Universitas. Our ambition at Hybridium is to help organisations catapult engagement, learning and communications to the next level, allowing morale and competitiveness to thrive in the post pandemic workplace. We see this project with Telefónica as a major milestone on that journey.”

Cloud Telephony momentum update

Following 31 new Cloud Telephony contract wins during FY2021, the Group’s first full year of trading since the launch of its ‘Direct Routing’ solution for Microsoft Teams, the Group has added an additional 13 new contract wins during FY2022 year-to-date. This performance places the Group on track to meet its full year target of securing 50 additional contract wins in FY2022.

These 44 contract wins in aggregate represent:

- Minimum Annual Contract Value (ACV) of c£0.7 million and minimum Total Contract Value (TCV) of c.£2.8 million, based on minimum contracted levels;
- Expected ACV of c.£1.7 million and expected TCV of c.£5.7 million, based on expected rollout levels, where LoopUp has relatively strong visibility of customer intent based on conversations, planning and pricing; and
- Potential ACV of c.£3.9 million and potential TCV of c.£12.4 million, based on identified potential rollout levels but where LoopUp currently has less clear visibility of customer intent.

In addition to the 44 contract wins, the Group’s Cloud Telephony sales pipeline of new logo opportunities continues to grow and now stand at approximately £85 million of additional potential ACV, of which 15% is at written proposal stage or later.

Operationally, all customer deployments to date have been successful, and all rollouts are progressing positively.

Cloud Telephony is now squarely at the heart of the Group's forward-looking growth strategy. The Group's solution, integrated into Microsoft Teams via 'Direct Routing' peering with Microsoft, enables users to make phone calls to external phone numbers and receive phone calls to their own work phone numbers, all seamlessly via their Teams enabled devices. LoopUp's differentiated platform enables multinational enterprises to consolidate their telephony provision globally with one vendor partner – LoopUp – rather than multiple geographic-specific carriers.

Market abuse regulation:

This announcement contains inside information for the purposes of Article 7 of Regulation (EU) No 596/2014 as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018.

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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. The Group's flagship Cloud Telephony solution for Microsoft Teams, LoopUp (www.loopup.com), enables multinational enterprise customers to consolidate their global telecommunications into a single, consistently managed cloud implementation rather than disparate implementations from multiple carriers. The Group's hybrid auditorium and events solution, Hybridium (www.hybridium.com), brings unrivaled engagement and analytics to larger scale hybrid training and events such as management onsite, departmental kick-offs, capital markets days and thought leadership seminars.

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.