

30 May 2022

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 1,587,821 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.

The participation of employees in the ESPP remains strong after its launch in July 2021 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 elected to participate in the ESPP in January 2022 and their holdings have increased in accordance with the Rules of the ESPP as follows:

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
Michael Hughes	co-CEO	3,197,321	221,467	86,596	134,871	3,332,192	3.22%
Victor Sanchez	CTO	466,476	24,762	10,017	14,745	481,221	0.46%
Dave Carroll	EVP, Network Operations	95,094	156,109	68,024	88,085	183,179	0.18%
Edward Cooper	General Counsel	40,829	62,443	27,207	35,236	76,065	0.07%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 103,528,486 shares and the total number of voting rights in the Company is therefore 103,528,486. No ordinary shares are held in treasury.

The above figure of 103,528,486 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.

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

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. Michael Hughes 2. Victor Sanchez 3. Dave Carroll 4. 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><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><tr><td>1.</td><td>7.065p</td><td>221,467</td><td>86,596</td></tr><tr><td>2.</td><td>7.065p</td><td>24,762</td><td>10,017</td></tr><tr><td>3.</td><td>7.065p</td><td>156,109</td><td>68,024</td></tr><tr><td>4.</td><td>7.065p</td><td>62,443</td><td>27,207</td></tr></table>			Price(s)		Volume(s)		Allotment	Sale to cover tax	1.	7.065p	221,467	86,596	2.	7.065p	24,762	10,017	3.	7.065p	156,109	68,024	4.	7.065p	62,443	27,207
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d)	Aggregated information - Aggregated volume - Price	464,781 shares allotted of which 191,844 have been sold to cover tax liabilities at a price of 7.065p per share.																								
e)	Date of the transaction	23 May 2022 and 25 May 2022 (trades took place over two phases)																								
f)	Place of the transaction	London Stock Exchange																								