

22 August 2022

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

PDMR Dealings and Total Voting Rights

LoopUp Group plc (AIM: LOOP), the cloud platform for premium hybrid communications, announces that a total of 2,606,776 shares (“**New Ordinary Shares**”) have been allotted to participants pursuant to share option exercises and 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 April 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	3,332,192	275,405	88,796	186,609	3,518,801	3.32%
Dave Carroll	EVP, Network Operations	183,179	179,925	78,406	101,519	284,698	0.27%
Jana Rhyu	SVP Product	157,892	177,046	44,953	132,093	289,985	0.27%
Edward Cooper	General Counsel	76,065	71,970	31,362	40,608	116,673	0.11%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 106,135,262 shares and the total number of voting rights in the Company is therefore 106,135,262. No ordinary shares are held in treasury.

The above figure of 106,135,262 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:

LoopUp Group plc
Steve Flavell, co-CEO

via FTI

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Matt Dixon / Jamille Smith / Tom Blundell

+44 (0) 20 3727 1000**About LoopUp Group plc**

LoopUp (LSE AIM: LOOP) is a cloud platform for premium hybrid communications. The Group's flagship Cloud Telephony solution (www.loopup.com) enables multinational enterprises 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 education, 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.

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. Michael Hughes 2. Dave Carroll 3. Jana Rhyu 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 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>6.81p</td> <td>275,405</td> <td>88,796</td> </tr> <tr> <td>2.</td> <td>6.81p</td> <td>179,925</td> <td>78,406</td> </tr> <tr> <td>3.</td> <td>6.81p</td> <td>177,046</td> <td>44,953</td> </tr> <tr> <td>4.</td> <td>6.81p</td> <td>71,970</td> <td>31,362</td> </tr> </tbody> </table>		Price(s)		Volume(s)		Allotment	Sale to cover tax	1.	6.81p	275,405	88,796	2.	6.81p	179,925	78,406	3.	6.81p	177,046	44,953	4.	6.81p	71,970	31,362
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d)	Aggregated information - Aggregated volume - Price	704,346 shares allotted of which 243,517 have been sold to cover tax liabilities at a price of 6.81p per share.																							
e)	Date of the transaction	19 August 2022																							
f)	Place of the transaction	London Stock Exchange																							