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**29 September 2022**

**LoopUp Group plc**  
(“**LoopUp**”, the “**Group**” or the “**Company**”)

### **Results of Capital Raising and Launch of Broker Offer**

LoopUp Group plc (AIM: LOOP), the cloud platform for premium hybrid communications, today announces the successful Placing and Subscription for New Ordinary Shares of 0.5 pence each announced yesterday (“**Placing Announcement**”) and launch of a Broker Offer on the terms set out below.

Terms defined in the Placing Announcement have the same meanings in this announcement unless the context provides otherwise.

A total of 69,460,000 Placing Shares and Subscription Shares were placed by Cenkos, Panmure Gordon and TPI or subscribed at the Issue Price of 5 pence per share to raise £3.5m.

As part of the Placing, an entity connected with Andrew Scott, who is a substantial shareholder of the Company and therefore a related party as defined by the AIM Rules, has subscribed for a total of 25,000,000 Placing Shares under the Placing. Following completion of the Capital Raising (which does not include any shares under the Broker Offer), Andrew Scott and connected parties will have an aggregate interest in 51,555,754 Ordinary Shares, representing no more than 29.4 per cent. of the enlarged share capital of the Company. The Directors consider, having consulted with the Company’s nominated adviser, that the terms of Andrew Scott’s participation in the Placing are fair and reasonable insofar as the Company’s shareholders are concerned.

In addition, to provide shareholders and other investors who did not initially participate in the Placing the opportunity to invest in the Company, following the closing of the accelerated bookbuild, TPI will conduct a Broker Offer allowing additional subscriptions for up to 20,000,000 Ordinary Shares through TPI at the Issue Price with a value of up to £1.0 million (which may be increased by agreement between the Company and TPI in the case of sufficient demand), with priority being given to existing shareholders of the Company.

The Broker Offer is open until 4.30 p.m. on 30 September 2022, at which point a further announcement will be made. Detail of how to participate in the Broker Offer are set out below.

Application has been made to the London Stock Exchange for admission of 10,352,848 new Ordinary Shares (the “**First Tranche Shares**”) to trading on AIM. First Admission is expected to take place at 8.00 a.m. on 3 October 2022. Application will be made to the London Stock Exchange for admission of the remaining balance of Placing Shares, Subscription Shares and any Broker Offer Shares (the “**Second Tranche Shares**”) to trading on AIM. Second Admission is expected to take place at 8.00 a.m. on 18 October 2022

The New Ordinary Shares will, when issued, be credited as fully paid and rank *pari passu* with the existing Ordinary Shares.

### **Launch of Broker Offer**

The Company is undertaking a Broker Offer through TPI under the Placing Agreement in order to deal with additional demand from investors who may have not been able to participate in the Placing. To participate in the Broker Offer, investors should communicate their interest to TPI via their independent financial adviser, stockbroker or other firm authorised by the Financial Conduct Authority (all of whom will be required to confirm to TPI whether their client is a new or existing shareholder), as TPI cannot take direct orders from individual private investors. In the event that the Broker Offer is oversubscribed, preference will be given to existing shareholders.

TPI should be contacted by telephone on (020) 3657 0050 or by email at [info@turnerpoppe.com](mailto:info@turnerpoppe.com).

The person responsible for arranging the release of this announcement on behalf of the Company is Steve Flavell, Co-Chief Executive of the Company.

#### **Enquiries:**

#### **For further information, please contact:**

**LoopUp Group plc**

Steve Flavell, co-CEO

via FTI

**Panmure Gordon (UK) Limited (Nominated Adviser & Joint Broker)** +44 (0) 20 7886 2500

Dominic Morley / Alina Vaskina (Corporate Finance)

Erik Anderson (Corporate Broking)

**Cenkos Securities Limited (Joint Broker)**

+44 (0) 20 7397 8900

Giles Balleny / Dan Hodgkinson (Corporate Finance)

Dale Bellis / Alex Pollen (Sales)

**Turner Pope Investments (Joint Broker to the transaction)**

+44 (0) 20 3657 0050

James Pope / Andy Thacker

**FTI Consulting, LLP**

+44 (0) 20 3727 1000

Matt Dixon / Jamille Smith / Tom Blundell

**THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION FOR THE PURPOSES OF ARTICLE 7 OF EU REGULATION 596/2014 AS IT FORMS PART OF UK DOMESTIC LAW BY VIRTUE OF THE EUROPEAN UNION (WITHDRAWAL) ACT 2018 ("MAR").**

#### **IMPORTANT NOTICES**

MEMBERS OF THE PUBLIC ARE NOT ELIGIBLE TO TAKE PART IN THE PLACING OR DIRECTLY IN THE BROKER OFFER. THIS ANNOUNCEMENT IS DIRECTED ONLY AT PERSONS WHOSE ORDINARY ACTIVITIES INVOLVE THEM IN ACQUIRING, HOLDING, MANAGING AND DISPOSING OF INVESTMENTS (AS PRINCIPAL OR AGENT) FOR THE PURPOSES OF THEIR BUSINESS AND WHO HAVE PROFESSIONAL EXPERIENCE IN MATTERS RELATING TO INVESTMENTS AND ARE: (1) IF IN THE UNITED KINGDOM OR A MEMBER STATE OF THE EUROPEAN ECONOMIC AREA ("**EEA**"), QUALIFIED INVESTORS AS DEFINED IN ARTICLE 2(e) OF REGULATION (EU) 2017/1129 (THE "**PROSPECTUS REGULATION**"); (2) IF IN THE UNITED KINGDOM, QUALIFIED INVESTORS WHO (A) FALL WITHIN ARTICLE 19(5) OF THE FINANCIAL SERVICES AND MARKETS ACT 2000 (FINANCIAL PROMOTION) ORDER 2005, AS AMENDED (THE "**ORDER**") (INVESTMENT PROFESSIONALS) OR (B) FALL WITHIN ARTICLE 49(2)(a) TO (d) (HIGH NET WORTH COMPANIES, UNINCORPORATED ASSOCIATIONS, ETC.) OF THE ORDER (ALL SUCH PERSONS TOGETHER BEING REFERRED TO AS "**RELEVANT PERSONS**").

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The distribution of this announcement and/or the Placing and/or Broker Offer and/or issue of the Placing Shares or Broker Offer Shares in certain jurisdictions may be restricted by law. No action has been taken by the Company, the Joint Bookrunners, TPI or any of their respective affiliates, agents, directors, officers or employees that would permit an offer of the Placing Shares or Broker Offer Shares or possession or distribution of this announcement or any other offering or publicity material relating to such Placing Shares or Broker Offer Shares in any jurisdiction where action for that purpose is required. Persons into whose possession this announcement comes are required by the Company, the Joint Bookrunners and TPI to inform themselves about and to observe any such restrictions.

This announcement or any part of it is for information purposes only and does not constitute or form part of any offer to issue or sell, or the solicitation of an offer to acquire, purchase or subscribe for, any securities in the United States (including its territories and possessions, any state of the United States and the District of Columbia (the "**United States**" or the "**US**")), Australia, Canada, the Republic of South Africa or Japan or any other jurisdiction in which the same would be unlawful. No public offering of the Placing Shares or Broker Offer Shares is being made in any such jurisdiction.

All offers of the Placing Shares or Broker Offer Shares in the United Kingdom and the EEA will be made pursuant to an exemption under the Prospectus Regulation from the requirement to produce a prospectus. In the United Kingdom, this announcement is being directed solely at persons in circumstances in which section 21(1) of the Financial Services and Markets Act 2000 (as amended) does not apply.

The Placing Shares and Broker Offer Shares have not been approved or disapproved by the US Securities and Exchange Commission, any state securities commission or other regulatory authority in the United States, nor have any of the foregoing authorities passed upon or endorsed the merits of the Placing or the accuracy or adequacy of this announcement. Any representation to the contrary is a criminal offence in the United States. The relevant clearances have not been, nor will they be, obtained from the securities commission of any province or territory of Canada, no prospectus has been lodged

with, or registered by, the Australian Securities and Investments Commission or the Japanese Ministry of Finance; the relevant clearances have not been, and will not be, obtained from the South Africa Reserve Bank or any other applicable body in the Republic of South Africa in relation to the Placing Shares and the Placing Shares have not been, nor will they be, registered under or offered in compliance with the securities laws of any state, province or territory of Australia, Canada, the Republic of South Africa or Japan. Accordingly, the Placing Shares may not (unless an exemption under the relevant securities laws is applicable) be offered, sold, resold or delivered, directly or indirectly, in or into Australia, Canada, the Republic of South Africa or Japan or any other jurisdiction outside the United Kingdom.

Persons (including, without limitation, nominees and trustees) who have a contractual right or other legal obligations to forward a copy of this announcement should seek appropriate advice before taking any action.

This announcement may contain and the Company may make verbal statements containing "forward-looking statements" with respect to certain of the Company's plans and its current goals and expectations relating to its future financial condition, performance, strategic initiatives, objectives and results. Forward-looking statements sometimes use words such as "aim", "anticipate", "target", "expect", "estimate", "intend", "plan", "goal", "believe", "seek", "may", "could", "outlook" or other words of similar meaning. By their nature, all forward-looking statements involve risk and uncertainty because they relate to future events and circumstances which are beyond the control of the Company, including amongst other things, United Kingdom domestic and global economic business conditions, market-related risks such as fluctuations in interest rates and exchange rates, the policies and actions of governmental and regulatory authorities, the effect of competition, inflation, deflation, the timing effect and other uncertainties of future acquisitions or combinations within relevant industries, the effect of tax and other legislation and other regulations in the jurisdictions in which the Company and its affiliates operate, the effect of volatility in the equity, capital and credit markets on the Company's profitability and ability to access capital and credit, a decline in the Company's credit ratings; the effect of operational risks; and the loss of key personnel. As a result, the actual future financial condition, performance and results of the Company may differ materially from the plans, goals and expectations set forth in any forward-looking statements. Any forward-looking statements made in this announcement by or on behalf of the Company speak only as of the date they are made. Except as required by applicable law or regulation, the Company expressly disclaims any obligation or undertaking to publish any updates or revisions to any forward-looking statements contained in this announcement to reflect any changes in the Company's expectations with regard thereto or any changes in events, conditions or circumstances on which any such statement is based.

Each of the Joint Bookrunners is authorised and regulated by the Financial Conduct Authority in the United Kingdom and is acting exclusively for the Company and no one else in connection with the Bookbuilding Process and the Placing, and neither of the Joint Bookrunners will be responsible to anyone (including any Placees) other than the Company for providing the protections afforded to its clients or for providing advice in relation to the Bookbuilding Process or the Placing or any other matters referred to in this Announcement.

TPI is authorised and regulated by the Financial Conduct Authority in the United Kingdom and is acting exclusively for the Company and no one else in connection with the Broker Option, and TPI will not be responsible to anyone (including any participants in the Broker Offer) other than the Company for providing the protections afforded to its clients or for providing advice in relation to the Broker Offer or any other matters referred to in this Announcement.

No representation or warranty, express or implied, is or will be made as to, or in relation to, and no responsibility or liability is or will be accepted by the Bookrunner or by any of its affiliates or agents as to, or in relation to, the accuracy or completeness of this announcement or any other written or oral information made available to or publicly available to any interested party or its advisers, and any liability therefor is expressly disclaimed.

No statement in this announcement is intended to be a profit forecast or estimate, and no statement in this announcement should be interpreted to mean that earnings per share of the Company for the current or future financial years would necessarily match or exceed the historical published earnings per share of the Company.

The price of shares and any income expected from them may go down as well as up and investors may not get back the full amount invested upon disposal of the shares. Past performance is no guide to future performance, and persons needing advice should consult an independent financial adviser.

The Placing Shares and Broker Offer Shares to be issued pursuant to the Placing and Broker Offer will not be admitted to trading on any stock exchange other than the London Stock Exchange.

Neither the content of the Company's website nor any website accessible by hyperlinks on the Company's website is incorporated in, or forms part of, this announcement.