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30 September 2022

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

Results of Broker Offer

Further to the announcement made on 29 September 2022 by the Company in connection with the placing and subscription to raise £3.5 million (before expenses), LoopUp Group plc (AIM: LOOP), the cloud platform for premium hybrid communications, announces that the Broker Offer undertaken through Turner Pope Investments (TPI) Limited (“TPI”) has now closed. TPI received, and the Company has accepted, applications for 520,000 Broker Offer Shares (representing an additional £26,000 raised before expenses).

The Broker Offer was undertaken 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.

Application will be made to the London Stock Exchange for admission of the Broker Offer Shares to trading on AIM with admission expected to take place at 8.00 a.m. on 18 October 2022, subject to the passing of the Resolutions at the General Meeting to be held on 17 October 2022.

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

Capitalised terms used in this announcement shall, unless otherwise defined, have the same meanings as set out in the Company's announcement of 28 September 2022.

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)

Kenos 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 (Public Relations Adviser) +44 (0) 20 3727 1000

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

THE PLACING SHARES AND THE BROKER OFFER SHARE HAVE NOT BEEN AND WILL NOT BE REGISTERED UNDER THE UNITED STATES SECURITIES ACT OF 1933, AS AMENDED (THE "**SECURITIES ACT**") OR WITH ANY SECURITIES REGULATORY AUTHORITY OF ANY STATE OR JURISDICTION OF THE UNITED STATES, AND MAY NOT BE OFFERED, SOLD OR TRANSFERRED, DIRECTLY OR INDIRECTLY, IN THE UNITED STATES EXCEPT PURSUANT TO AN EXEMPTION FROM, OR IN A TRANSACTION NOT SUBJECT TO, THE REGISTRATION REQUIREMENTS OF THE SECURITIES ACT AND IN COMPLIANCE WITH ANY APPLICABLE SECURITIES LAWS OF ANY STATE OR OTHER JURISDICTION OF THE UNITED STATES. THE PLACING SHARES AND BROKER OFFER SHARES ARE BEING OFFERED AND SOLD ONLY OUTSIDE OF THE UNITED STATES IN "**OFFSHORE TRANSACTIONS**" WITHIN THE MEANING OF, AND IN ACCORDANCE WITH, REGULATION S UNDER THE SECURITIES ACT AND OTHERWISE IN ACCORDANCE WITH APPLICABLE LAWS. NO PUBLIC OFFERING OF THE PLACING SHARES OR BROKER OFFER SHARES IS BEING MADE IN THE UNITED STATES OR ELSEWHERE.

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.

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.