

21 March 2023

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 5,569,924 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 per cent of their salary in return for the allotment of New Ordinary Shares.

The participation of employees in the ESPP remains strong since 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 October 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 (primarily to cover tax liability)	Net additional shares issued (or sold)	Shares held after dealing	Shares held as a % of total issued share capital
Michael Hughes	co-CEO	3,827,011	591,620	299,893	291,727	4,118,738	2.20%
Steve Flavell	co-CEO	3,028,700	588,028	256,244	331,784	3,360,484	1.80%
Simon Sacerdoti	CFO	14,790	276,117	276,117	-	14,790	0.01%
Marcus Greensit	COO	142,097	92,039	40,108	51,931	194,028	0.10%
Victor Sanchez	CTO	537,609	105,646	53,382	52,264	589,873	0.32%
Dave Carroll	EVP, Network Operations	563,222	383,496	167,115	216,381	779,603	0.42%
Jana Rhyu	SVP Product	157,892	380,327	380,327	-	157,892	0.08%
Edward Cooper	General Counsel	131,464	173,851	75,759	98,092	229,556	0.12%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 186,945,822 shares and the total number of voting rights in the Company is therefore 186,945,822. No ordinary shares are held in treasury.

The above figure of 186,945,822 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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via FTI

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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 onsites, 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. Steve Flavell 3. Simon Sacerdoti 4. Marcus Greensit 5. Victor Sanchez 6. Dave Carroll 7. Jana Rhyu 8. 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 the Employee Share Purchase Plan																																							
d)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th rowspan="2"></th> <th colspan="2">Volume(s)</th> <th rowspan="2">Price</th> </tr> <tr> <th>Allotment</th> <th>Sale</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>591,620</td> <td>299,893</td> <td>2.88p</td> </tr> <tr> <td>2.</td> <td>588,028</td> <td>256,244</td> <td>2.88p</td> </tr> <tr> <td>3.</td> <td>276,117</td> <td>276,117</td> <td>2.88p</td> </tr> <tr> <td>4.</td> <td>92,039</td> <td>40,108</td> <td>2.88p</td> </tr> <tr> <td>5.</td> <td>105,646</td> <td>53,382</td> <td>2.88p</td> </tr> <tr> <td>6.</td> <td>383,496</td> <td>167,115</td> <td>2.88p</td> </tr> <tr> <td>7.</td> <td>380,327</td> <td>380,327</td> <td>2.88p</td> </tr> <tr> <td>8.</td> <td>173,851</td> <td>75,759</td> <td>2.88p</td> </tr> </tbody> </table>			Volume(s)		Price	Allotment	Sale	1.	591,620	299,893	2.88p	2.	588,028	256,244	2.88p	3.	276,117	276,117	2.88p	4.	92,039	40,108	2.88p	5.	105,646	53,382	2.88p	6.	383,496	167,115	2.88p	7.	380,327	380,327	2.88p	8.	173,851	75,759	2.88p
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d)	Aggregated information - Aggregated volume - Price	2,591,124 shares allotted of which 1,548,945 have been sold primarily to cover tax liabilities at a price of 2.88p per share.																																							
e)	Date of the transaction	15 March 2023																																							

f)	Place of the transaction	London Stock Exchange