

20 September 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 4,214,500 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 April 2023 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	4,666,175	775,626	344,792	430,834	5,097,009	2.58%
Marcus Greensit	COO	308,389	168,067	73,238	94,829	403,218	0.20%
Edward Cooper	General Counsel	420,163	280,112	122,064	158,048	578,211	0.29%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 197,916,443 shares and the total number of voting rights in the Company is therefore 197,916,443. No ordinary shares are held in treasury.

The above figure of 197,916,443 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.

LoopUp Group plc
Steve Flavell, co-CEO

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 for Microsoft Teams enables multinational enterprises to consolidate their global telephony provision into a single, consistently managed cloud implementation rather than disparate implementations from multiple carriers. The Group is listed on the AIM market of the London Stock Exchange 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. Marcus Greensit 3. 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>775,626</td> <td>344,792</td> <td>2.1p</td> </tr> <tr> <td>2.</td> <td>168,067</td> <td>73,238</td> <td>2.1p</td> </tr> <tr> <td>3.</td> <td>280,112</td> <td>122,064</td> <td>2.1p</td> </tr> </tbody> </table>			Volume(s)		Price	Allotment	Sale	1.	775,626	344,792	2.1p	2.	168,067	73,238	2.1p	3.	280,112	122,064	2.1p	
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	Allotment	Sale																				
1.	775,626	344,792	2.1p																			
2.	168,067	73,238	2.1p																			
3.	280,112	122,064	2.1p																			
d)	Aggregated information - Aggregated volume - Price	1,223,805 shares allotted of which 540,094 have been sold primarily to cover tax liabilities at a price of 2.1p per share.																				
e)	Date of the transaction	19 September 2023																				
f)	Place of the transaction	London Stock Exchange																				