

31 October 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 6,978,060 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 July 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          | 5,097,009                  | 993,584                            | 442,883  | 550,701                                | 5,647,710                 | 2.76%  |
| Steve Flavell   | co-CEO          | 3,360,484                  | 1,255,403                          | 547,065  | 708,338                                | 4,068,822                 | 1.99%  |
| Marcus Greensit | COO             | 403,218                    | 207,790                            | 90,548   | 117,242                                | 520,460                   | 0.25%  |
| Edward Cooper   | General Counsel | 578,211                    | 346,318                            | 150,914  | 195,404                                | 773,615                   | 0.38%  |

**Total Voting Rights**

As a result of this issue, the total number of ordinary shares in issue now stands at 204,894,503 shares and the total number of voting rights in the Company is therefore 204,894,503. No ordinary shares are held in treasury.

The above figure of 204,894,503 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](http://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<br>2. Steve Flavell<br>3. Marcus Greensit<br>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 the Employee Share Purchase Plan  |           |         |       |  |
| d) | Price(s) and volume(s)  |   | Volume(s) |         | Price |  |
|    |   |   | Allotment | Sale    |       |  |
|    |   | 1.  | 993,584   | 442,883 | 1.70p |  |
|    |   | 2.  | 1,255,403 | 547,065 | 1.70p |  |
|    |   | 3.  | 207,790   | 90,548  | 1.70p |  |
|    |   | 4.  | 346,318   | 150,914 | 1.70p |  |
| d) | Aggregated information<br>- Aggregated volume<br>- Price  | 2,803,095 shares allotted of which 1,231,410 have been sold primarily to cover tax liabilities at a price of 1.70p per share. |           |         |       |  |
| e) | Date of the transaction   | 26 October 2023   |           |         |       |  |
| f) | Place of the transaction  | London Stock Exchange   |           |         |       |  |