

5 December 2023



**LOOPUP GROUP PLC**

**(“LoopUp” or the “Group”)**

**Annual Option Grants and PDMR Dealings**

LoopUp Group plc (LSE AIM: LOOP), the multinational Cloud Telephony provider, announces that, as part of its annual grant process, the Group's Remuneration Committee and the Board have approved the grant of share options to the following PDMRs of the Group at an exercise price of £0.021, equal to the market closing price on 4 December 2023. Such options have been granted based on a four-year vesting schedule with one quarter vesting one year after the grant and the remaining three quarters vesting monthly over the subsequent 36-month period subject to continuing employment.

		<i>Options</i>		
<b>Name</b>	<b>Title</b>	<b>New options granted</b>	<b>Total number of options held post grant</b>	<b>Options as % of issued share capital</b>
Michael Hughes	co-CEO	750,000	2,965,500	1.45%
Steve Flavell	co-CEO	750,000	2,924,500	1.43%
Marcus Greensit	COO	550,000	2,137,100	1.04%
Simon Sacerdoti	CFO	550,000	1,150,000	0.56%
Edward Cooper	General Counsel	550,000	1,657,700	0.81%

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

**Panmure Gordon (UK) Limited**  
Dominic Morley / Ivo Macdonald (Corporate Finance)

+44 (0) 20 7886 2500

**Cavendish Securities plc**  
Giles Balleny / Dan Hodgkinson (Corporate Finance)  
Dale Bellis (Sales)

+44 (0) 20 7397 8900

**FTI Consulting, LLP**  
Emma Hall / Jammie Smith

+44 (0) 20 3727 1000

**About LoopUp Group plc**

LoopUp (LSE AIM: LOOP) 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.**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>																				
a)	Names	1. Michael Hughes 2. Steve Flavell 3. Marcus Greensit 4. Simon Sacerdoti 5. Edward Cooper																			
<b>2</b>	<b>Reason for the notification</b>																				
a)	Position/status	Classified as PDMRs of the Company																			
b)	Initial notification /Amendment	Initial Notification																			
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>																				
a)	Name	LoopUp Group plc																			
b)	LEI	21380063DQ4WXDQLYB80																			
<b>4</b>	<b>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</b>																				
a)	Description of the financial instrument, type of instrument	Options over Ordinary Shares of 0.5p each																			
b)	Identification code	GB00BYQP6S60																			
c)	Nature of the transaction	Grant of New Options																			
d)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th colspan="2">Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>1.</td> <td>£0.021</td> <td>750,000</td> </tr> <tr> <td>2.</td> <td>£0.021</td> <td>750,000</td> </tr> <tr> <td>3.</td> <td>£0.021</td> <td>550,000</td> </tr> <tr> <td>4.</td> <td>£0.021</td> <td>550,000</td> </tr> <tr> <td>5.</td> <td>£0.021</td> <td>550,000</td> </tr> </tbody> </table>		Price(s)		Volume(s)	1.	£0.021	750,000	2.	£0.021	750,000	3.	£0.021	550,000	4.	£0.021	550,000	5.	£0.021	550,000
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5.	£0.021	550,000																			
d)	Aggregated information - Aggregated volume - Price	3,150,000 options at £0.021 each																			
e)	Date of the transaction	4 December 2023																			
f)	Place of the transaction	London Stock Exchange																			