

13 March 2023



LOOPUP GROUP PLC

(“LoopUp” or the “Group”)

PDMR Dealings

LoopUp Group plc (LSE AIM: LOOP), the multinational Cloud Telephony provider, announces that a PDMR, Simon Sacerdoti, has purchased 4,000,000 ordinary shares of 0.5 pence each (“**Ordinary Shares**”) via his pension and now holds 4,014,790 Ordinary Shares in total representing 1.96% of the Company’s current issued share capital.

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)

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Cavendish Capital Markets Limited
Giles Balleny / Dan Hodgkinson (Corporate Finance)
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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.

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	Simon Sacerdoti
2	Reason for the notification	
a)	Position/status	Classified as PDMR 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 each
b)	Identification code	GB00BYQP6S60
c)	Nature of the transaction	Purchase of Ordinary Shares
d)	Price(s) and volume(s)	4,000,000 shares at 0.625p
e)	Date of the transaction	13 March 2024
f)	Place of the transaction	London Stock Exchange