

26 March 2024



LOOPUP GROUP PLC

("LoopUp" or the "Group")

PDMR Dealings and Total Voting Rights

LoopUp Group plc (LSE AIM: LOOP), the multinational Cloud Telephony provider, announces that a total of 1,189,683 shares ("**New Ordinary Shares**") have been allotted to option holders pursuant to share option exercises.

PDMR Dealings

The following PDMRs elected to exercise their options and to subsequently hold those shares. Their holdings have increased as follows:

Name	Title	Shares held before dealing	Additional shares issued	Shares held after dealing	Shares held as a % of total issued share capital
Marcus Greensit	COO	520,460	162,000	682,460	0.33%
Edward Cooper	General Counsel	773,615	90,000	863,615	0.42%

Total Voting Rights

As a result of this issue, the total number of ordinary shares in issue now stands at 206,084,186 shares and the total number of voting rights in the Company is therefore 206,084,186. Such New Ordinary Shares are not eligible to vote at the next scheduled General Meeting. No ordinary shares are held in treasury.

The above figure of 206,084,186 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) 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) Marcus Greensit 2) Edward Cooper
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	Exercise of options
d)	Price(s) and volume(s)	1) 162,000 options at zero strike price 2) 90,000 options at zero strike price
e)	Date of the transaction	26 March 2024
f)	Place of the transaction	London Stock Exchange