CloudCall smarter communications

Cloudcall Group plc

Investor Presentation 2017

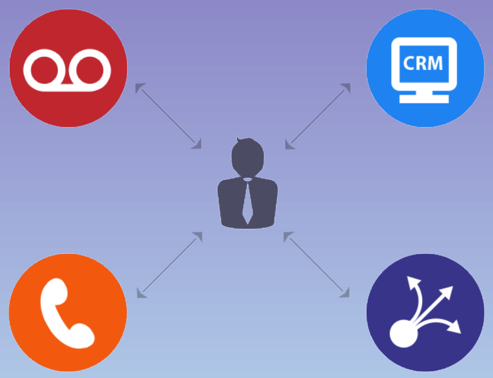
What we do

- CloudCall believes that customer data and communications should be linked
- We integrate voice communications into Customer Relationship Management (CRM) platforms
  - click-to-call services, call recording and dynamic screen pop ups
- We enable businesses to manage voice interactions more effectively
- Cloud based SaaS model – charge per user per month
- CloudCall has developed integrations and long term relationships with leading CRM providers
  - Microsoft Dynamics | Salesforce.com | Bullhorn (leading CRM provider to recruitment industry)
  - Partnerships with a number of smaller, niche CRM platforms

CloudCall

Software as a Service Model

- Cloud software company – only 17% of revenue from unbundled telecom minutes
- SaaS model - 85% of revenue is recurring or repeat
- Internally developed IP – 78% gross profit margin
- Fast growing
    - H1 ~25%
    - H2 ~30%
    - Y-o-Y ~63%
- 89 staff predominantly in
    - Leicester (UK)
    - Boston (US)



The Board

Peter Simmonds – Non-Exec Chairman

Chartered Certified Accountant, who recently stood down as CEO of dotdigital Group plc where he worked for over 8 years, 6 of which were as CEO. He brings with him over 20 years of experience at senior management and board level, principally in the areas of banking, insurance, finance, information technology and outsourcing.

Simon Cleaver - CEO

A highly experienced director who has built, developed and sold a number of successful companies in both the private and public arenas. He has in depth knowledge of acquiring and building companies, particularly in the tech sector

Paul Williams- CFO

A Chartered Management Accountant with over 18 years experience in the technology services sector, having worked previously for IBM, ECsoft Group plc and most recently, Ciber as Group Financial Controller and Interim CFO of the International Division.

Gary Browning – NED

Gary has substantial experience and expertise in the recruitment sector, having held the role of CEO at Penna Consulting plc for more than ten years. During his time at Penna, Gary was responsible for developing the business into three distinct but highly complementary divisions – talent, recruitment, career services.

Sophie Tomkins – NED

An experienced corporate adviser with 20 years' in equity research and sales gained with Cazenove & Co, Collins Stewart and latterly Fairfax as head of Equities from 2009 to 2012. She has advised an extensive range of public companies on investor relations and strategy. Prior to investment banking she qualified as a Chartered Accountant at Arthur Andersen.

CloudCall

Much more than Click to Call

Easy to use and deploy

- One single solution - replaces four systems
    - Switchboard (PBX) | Call Recording platform | Telecoms Company | CRM integration (CTI)
- No need to change your phone system
- Cloud based service - no CAPEX
- Can work with Cloud based CRMs

Sell via trials

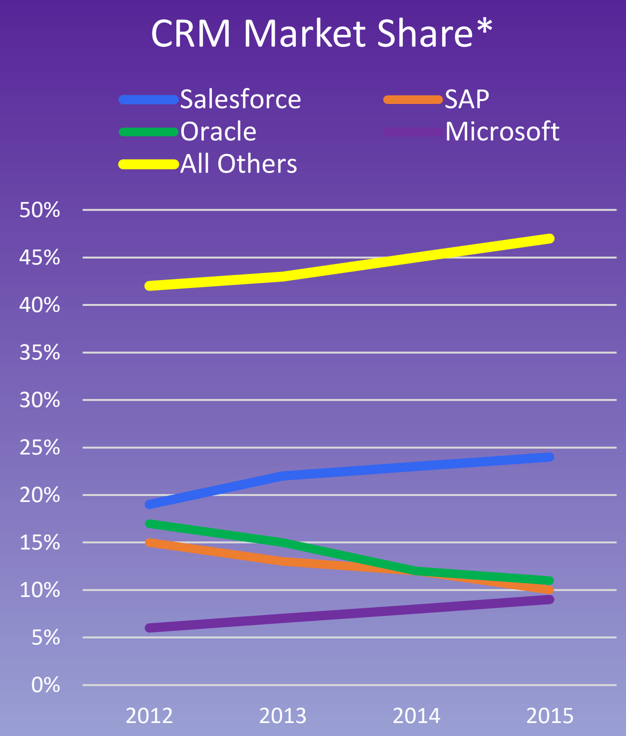
- 80% of trialists go on to buy CloudCall

Call Centre Solution from your **existing** CRM …

- Inbound screen-pops – see who’s calling
- Call logging
- Call recording
- Local presence – appearance of local number
- Reporting and staff monitoring
- Power dialler
- Automated calls – event driven call initiation
    - Workflows
    - Websites
    - Marketing platform integrations

CRM partners are key

- CRM Partners generate leads
  - CloudCall contracts with End users
- CRM partners want voice integration
  - Customer demand
  - Enhances CRM functionality
  - Commission SaaS fees (~15%)
- CRM market forecast to grow 14.8% pa*
- CRM market size $36 billion in 2017*
- CRM Market
  - General move to Cloud
  - Salesforce & MS Dynamics growing
  - 000's of niche platforms
  - See limited competition away from Salesforce



* CRM search.com - survey taken July 2015;

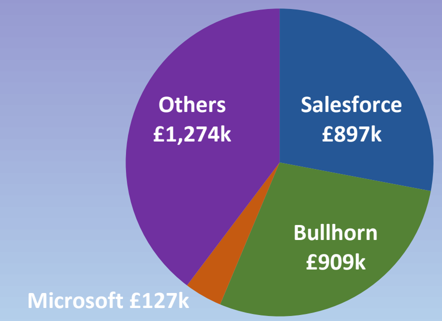
CloudCall

Multi CRM – tight focus

- No single CRM dependency
- CloudCall integrates with 15+ CRMs
- Sales and marketing focus
  - Salesforce
    - Talent Rover | JobScience - built on Salesforce platform
    - Scale
  - Bullhorn
    - High level engagement
    - Witnessing limited competition
  - Microsoft Dynamics CRM
    - Large base and partner network

	salesforce	Bullhorn	Microsoft
CloudCall	✓	✓	✓
Five 9s	✓	✗	✗
Inside Sales	✓	✗	✗
8x8	✓	✗	✓
RingCentral	✓	✗	✗
New Voice Media	✓	✗	✗
Vonage	½	½	½

CloudCall New Business Sales Activity (Jan 2015 to June 2016)



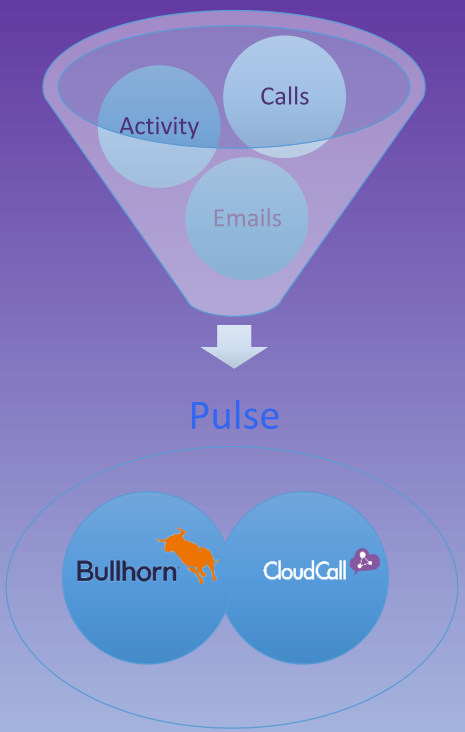
Bullhorn

- Market leading recruitment CRM provider
  - 7,000+ customers | ~100,000 users
  - 30+% YoY growth
  - Split - UK 18% | US 71%

- CloudCall Bullhorn penetration
  - Total 179 Customers, 3,800 users
  - Penetration split UK ~10% | US <2%

- New CloudCall Bullhorn integration launched in 2016
  - Designed with Apex Systems Inc & links
  - Viewed as best VoIP Integration by Bullhorn

- Strengthening partnership
  - CloudCall selected for internal use - EMEA
  - Ongoing discussions for global adoption



Increase in lead flow & opportunities

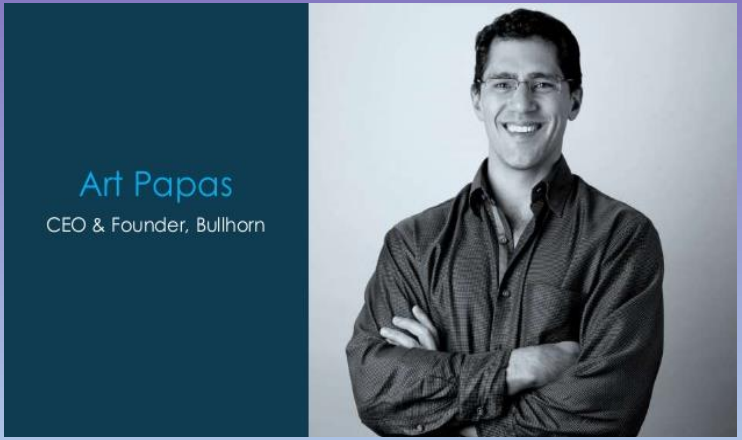
- Inclusion in sales presentations
- Introductions to existing Enterprise Customers
- Growth from existing joint customers
    - Randstad EMEA – started as pilot, now 200+ users & growing
    - Apex Solutions – 100 pilot currently expanding
- Actively recommending CloudCall to existing customers

''The progress that Bullhorn and CloudCall are making together is clearly evident. The shared objective in delighting customers through Innovation and ease of passage to critical information is key to our fast developing relationship. Intelligent CRM needs not simply an ease of use, but also requires a transparency that sits above both data and voice communication.

Our partnership with CloudCall is now producing that powerful analytical experience for an increasing number of Bullhorn customers at all levels, including our own internal staff.

I expect this collaboration to lead to great things whilst acting as a mutually shared and desired testament to the fast developing future of CRM. ''

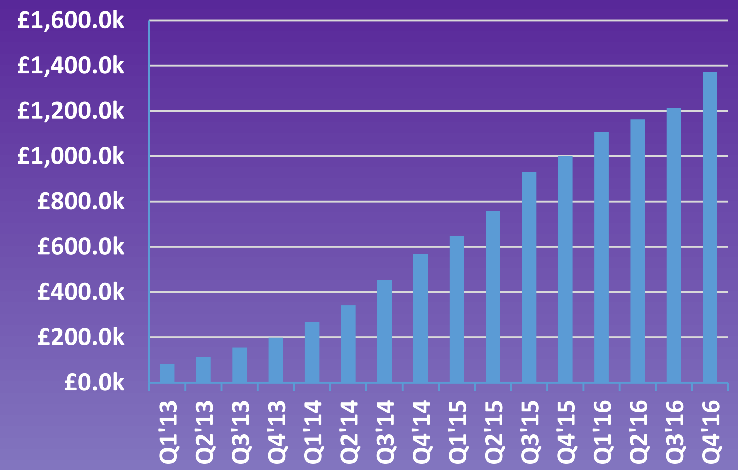
Art Papas - CEO



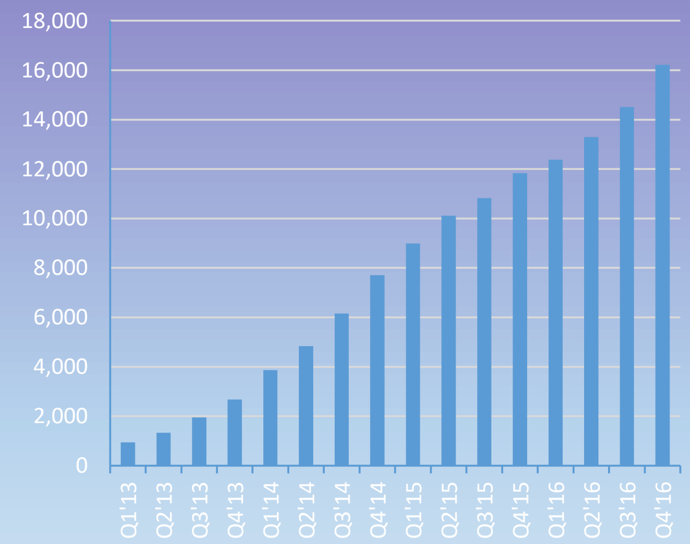
Key financial attributes

- KPIs
  - ~750 customers
  - ~16,000 users
  - ~Average recurring revenue per user ~£31
  - For new and upgrading customers - ~£35
  - Top 25 Customers represent ~25% of revenue (Top 50 ~40%)
- 63% recurring revenue growth is accelerated over year
  - 25% H1
  - 30% H2
- 85% of revenue is recurring or repeating
- Gross margins high - 78%
- Operating expenses levelled out following recent investment
- Underlying operating cash burn is reducing
- Hub and spoke generates overseas income stream

Quarterly Revenue (to 31/12/16)



Total Number of Users



Summary / Outlook

- Significant growth
- Strong visible recurring revenues c 85%
- Growing market
- Growing pipeline
- Deepening partner relationships
- Numerous existing large customers with upsell potential

CloudCall

Income Streams

Two primary visible recurring income streams

Recurring service fees - SaaS

- £30-£40 per user per month
- SaaS income = 100% gross margin before partner commissions (~15%)

Telecom income

- Inclusive call packages becoming more prevalent
- Non-bundled call charges ~17% of revenue ~10% of GP

Other income streams

Other recurring revenues

- Enhanced support packages
- Add-ons e.g.
  - 7 year call recording
  - Additional DDIs
  - Local presence
- Gross margin % varies

One-off income

- On-boarding
- Hardware sales

Overall blended gross margin = 78%