



CloudCall Group plc

Simon Cleaver
CEO

About CloudCall

- Fast growing, high margin, high recurring revenue cloud based SaaS company
- Integrates communications into Customer Relationship Management (CRM) platforms
- Customer data and communications should be linked - improves efficiency, accountability and customer satisfaction
- One solution replaces multiple systems – telephony, switchboard, call recording platform and CRM integration
- Strong Board



Peter Simmonds
Non-executive Chairman
Dotdigital



Sophie Tomkins
Non-executive Director
Cazenove & Co, Collins Stewart



Gary Browning
Non-executive Director
Penna Consulting plc



Simon Cleaver
Chief Executive Officer



Paul Williams
Chief Financial Officer



Andrew Jones
Chief Revenue Officer

Why do 80% of companies that trial CloudCall buy?

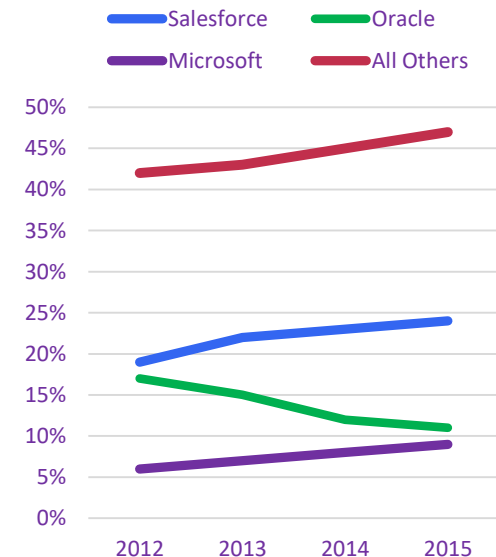
- Business intelligence
 - Increased accountability
 - Monitoring staff productivity levels
 - Call recordings – listen and train staff
- Increased productivity
 - Click-to-Call and Auto Dialler – increases call frequencies
 - Screen pops – know who's calling
 - Local presence – increases call pick up rates
- Customer satisfaction
 - Average answer / hold times
 - Which customers haven't been contacted
 - Which call-backs haven't been made
- Ease and enjoyment of use
 - Nobody likes dialling!



Channel partners and market opportunity

- Integrating our solution with our CRM partners is key
 - CRM partners want to offer voice integration to enhance functionality
 - CRM partners generate leads - CloudCall contracts with end users
- CRM market - \$36bn with 14%+ CAGR*
 - ~50% market share held by smaller, niche providers
- Competition on Salesforce
 - CloudCall sees limited competition away from Salesforce
 - Almost no competition on niche CRMs
- Focus on Salesforce and Bullhorn
- Launched Microsoft Dynamics CRM in Jan 2018

CRM Market Share*



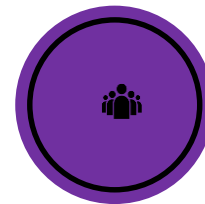
\$36 billion*

CRM market in 2017



14.8% CAGR*

CRM market growth



<5% Penetration**

Telecoms Integration

* CRM search.com CRM Market Share Report 2017

** Company estimation

Salesforce.com & Microsoft Dynamics



- Largest CRM in the world ~25% of CRM market
- Inbound lead flow
 - App exchange, website leads, resellers
- Still 25-30% of CloudCall new orders received



- 2nd Largest CRM in the world ~10% CRM Market
- Limited competition for CloudCall's functionality
- Launched Jan 2018
- Recruiting dedicated sales staff

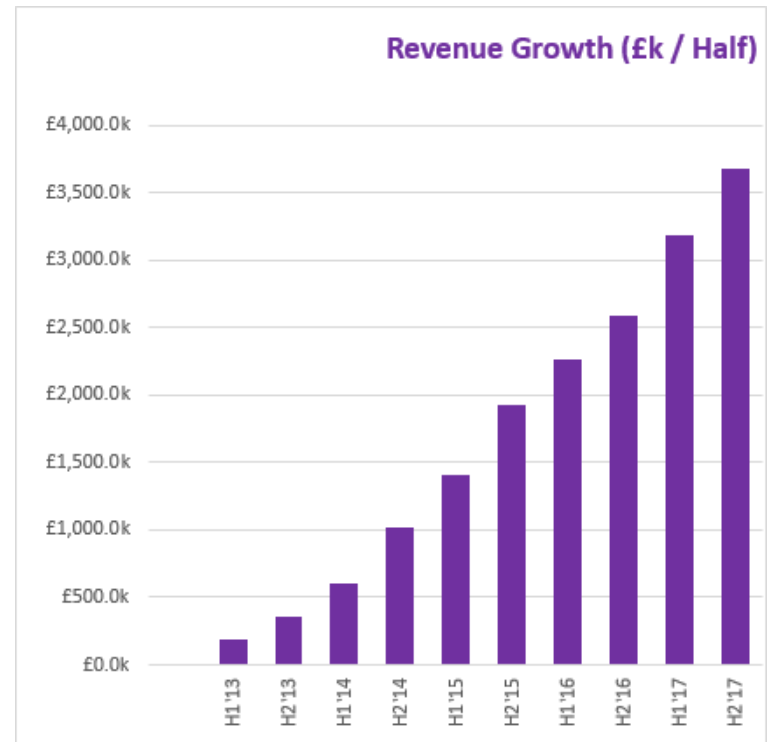


- Market leading recruitment CRM / ATS provider
 - ~120,000 + users
 - ~30% YoY growth
 - Acquisition driven expansion plans - Connexys – 20,000 users
- CloudCall selected for internal use - US and UK
 - Collaborative sales presentations to prospective customers
 - Continuing trend of acceleration in sales leads and new orders

CloudCall user penetration in Bullhorn				
	UK		US	
	% penetration	Users	% penetration	Users
December 2016	12%	1,900	2.5%	1,400
June 2017	19%	3,100	4.5%	2,500
December 2017	25%	~4,000	6.0%	~3,300

2017 Financial highlights

- Revenue – up 41% versus 2016
 - FY 2017 ~£6.9m (FY 2016: £4.9m)
 - Recurring revenues up ~55% versus 2016 and ~25% vs previous half
- Gross margin ~80%
- Cash at 31/12/17
 - ~£6.7m effective cash available (including Barclays £1.8m undrawn facility)
 - Revised brokers forecasts cash flow positive ~Summer 2019



2017 User growth

- ARR ~£30 per user per month
- End-Users at 31/12/17
 - 23,520 up 45% vs 2016
 - 45% increase from 2016 - `609 net new users per month in 2017

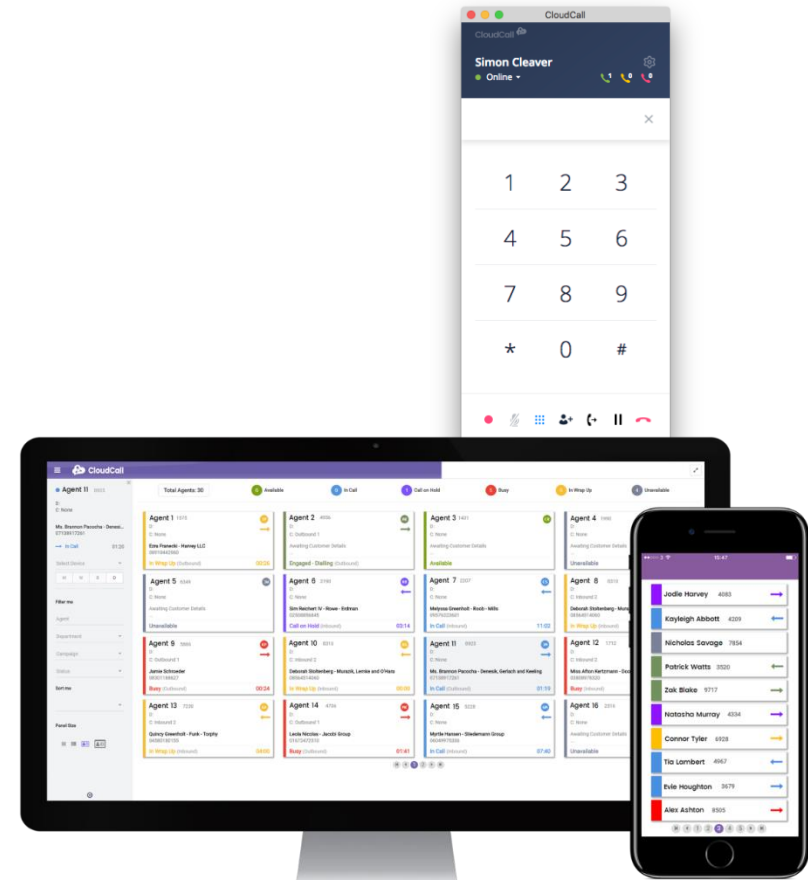
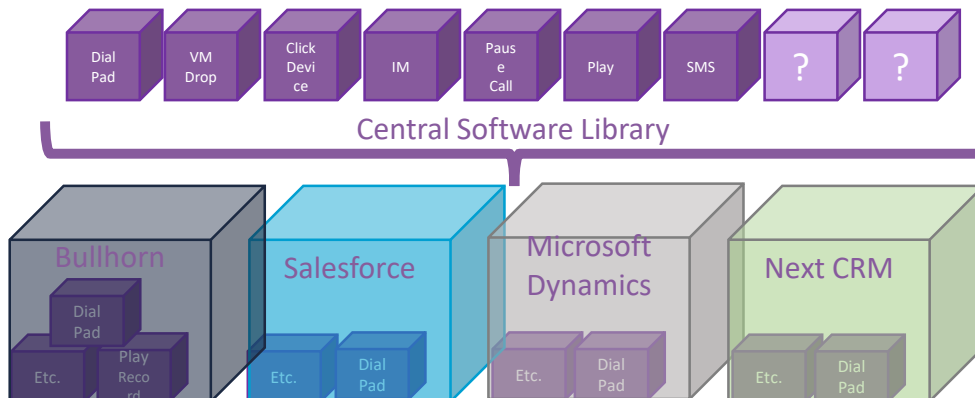
End-user Growth					
	H1 2016	H2 2016	H1 2017	H2 2017	2017 vs 2016
Total users	13,299	16,217	20,162	23,520	23,520
Net new users added in the period	1,463	2,918	3,945	3,358	7,303
Average net new users per month	244	486	658	560	609
Growth in user base (vs previous half)	12%	22%	24%	17%	45%

Why £5.7m placing in October?

- Strengthen Balance sheet and de-risk company
- Short term opportunities
 - MS Dynamics CRM – dedicated sales
 - Bullhorn acquisition of Connexys
- Expand
 - Sales and Marketing
 - Development capability
- Accelerate product roadmap delivery

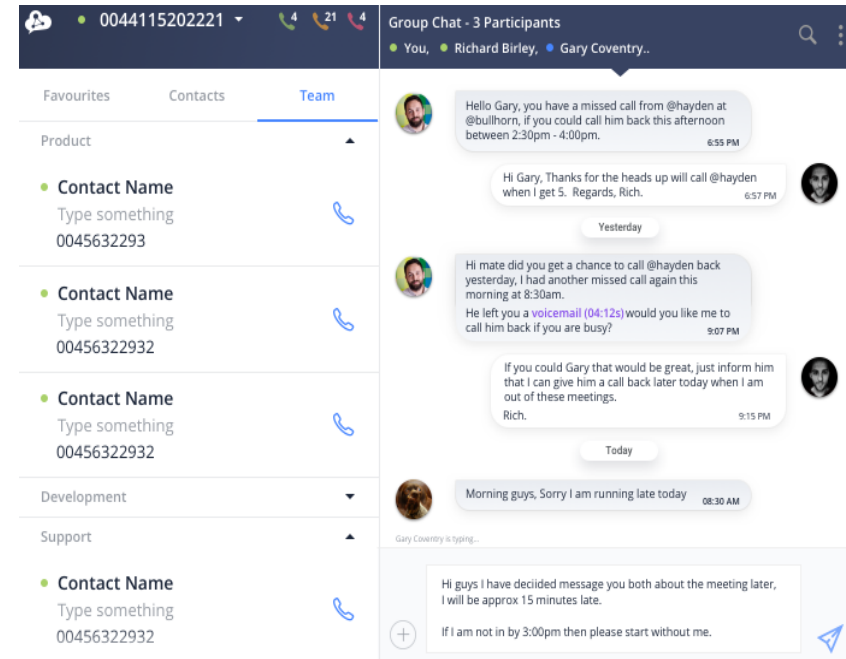
Launched new Unified Architecture

- November 2017 - launched new 'Unified' platform
 - Now live for Bullhorn and Microsoft Dynamics
 - Salesforce and Connexys due for launch in H1'18
- Logic and functionality delivered centrally
 - Easier deployment of new functionality
 - Faster integration with new CRMs
- Improved user interface
- Simplified and faster integration with new CRMs



Future product direction

- Unified Communications – *That integrates with CRMs*
 - Voice
 - Messaging
 - SMS | IM | Social Media
 - Video
- Integration with CRMs
 - All communications initiated and logged in CRM
 - Improved business intelligence
- Single interface ‘within’ CRM
- Prioritising Messaging – H1 2018 launch
 - >65% millennials prefer texting to calling
 - Demand from existing and prospective customer



CloudCall *for* Staffing and Recruitment

- Proven model through Bullhorn
- Focused Approach
 - Differentiate from competition
 - Specialisation | Reputation | Tailored product
- Huge market
 - Globally ~400,000 Businesses and 12m+ People
 - UK ~10,000 recruitment Agencies with £250k pa T/O
~40 Billion to Economy alone
- Numerous additional CRMs
 - Expecting further Bullhorn Acquisitions



Summary

- Large market potential
 - Fast growing - 50+% recurring revenue growth
 - Demonstrated demand and focused strategy
- Growing reputation
 - Satisfied customer base
 - Large well-known companies purchasing
- Launched 'Unify' platform
 - Launched Bullhorn in Oct'17
 - Launched MS Dynamics in Dec'17
 - Connexys and Salesforce scheduled for Q1 2018
- 2018 - additional recruitment & staffing CRMs
- 2019/20 – additional vertical. Possibly insurance or property?
- Funded and de-risked

