

CloudCoCo Group plc

Questions and Answers from 31 March 2021 AGM

What is CloudCoCo's policy regarding announcing new contracts?

We are committed to keeping shareholders informed of our progress and will announce developments including strategically or commercially significant contract wins as and when they take place.

What are the plans to reduce debt?

As the turnaround has progressed, sales have grown and we have improved our financial position, we now have greater optionality around debt and are reviewing options.

When do you expect to be profitable?

We are pleased that we were able to grow Trading Group EBITDA – a key metric when gauging the success of the turnaround – from a loss of £235k in FY19 to a profit of £261k in FY20. While it is too early to put a specific timeframe on when we expect to be profitable at a PBT level, our goal is to turn CloudCoCo into a business that delivers sustainable and profitable long-term growth, and we are making encouraging progress to that end.

Are there any plans and timescales for dividend payments going forwards?

Not currently but our policy is reviewed on an ongoing basis.

Does the company expect to invite shareholders back to future AGMs once the pandemic is over?

Yes – the current measures are in line with government and regulatory guidance and are temporary.

How will the Group promote itself in the future?

In addition to announcing strategically or commercially significant developments, although we are still in the relatively early stages of the turnaround and are focused on delivering it, we are exploring ways to increase engagement levels in the future and we have appointed a financial PR adviser to help facilitate this.

What are the “various performance criteria” referred to in the Grant of Options announcement on 23 November?

Options can normally only be exercised after the two years and when the share price has hit 2p.