

6 September 2021

**CloudCoCo Group plc**  
 (“CloudCoCo”, the “Group” or the “Company”)

**Director/PDMR shareholding**

CloudCoCo (AIM: CLCO), a UK provider of IT and communications solutions to businesses and public sector organisations, announces that with completion of the Placing announced on 17 August 2021, in accordance with the requirements of the UK Market Abuse Regulation, details of Simon and Lady Caroline Duckworth’s participation in the Placing for 12,000,000 shares in aggregate are set out in the notification forms below. Simon Duckworth, Non-Executive Chairman of the Company, now has a total beneficial interest in the Company (including shares held by his wife) of 25,850,000 ordinary shares, which represents 3.66 per cent of the issued share capital.

**Notification and public disclosure of transaction by person discharging managerial responsibilities.**

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Simon Duckworth
<b>2.</b>	<b>Reason for the Notification</b>	
a)	Position/status	Non-Executive Chairman
b)	Initial notification/Amendment	Initial notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	CloudCoCo Group plc
b)	LEI	213800D4GJKAFHT5TB32
<b>4.</b>	<b>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</b>	
a)	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 1 penny each  GB00B8GRBX01
b)	Nature of the transaction	Purchase
c)	Price(s) and volume(s)	Price: 1p  Volume: 8,000,000
d)	Aggregated information: ·Aggregated volume ·Price	N/A
e)	Date of the transaction	3 September 2021
f)	Place of the transaction	Outside a trading venue

<b>1.</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Lady Caroline Duckworth

<b>2.</b>	<b>Reason for the Notification</b>	
a)	Position/status	person closely associated to Simon Duckworth (a PDMR)
b)	Initial notification/Amendment	Initial notification
<b>3.</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	CloudCoCo Group plc
b)	LEI	213800D4GJKAFHT5TB32
<b>4.</b>	<b>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</b>	
a)	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 1 penny each  GB00B8GRBX01
b)	Nature of the transaction	Purchase
c)	Price(s) and volume(s)	Price: 1p  Volume: 4,000,000
d)	Aggregated information: ·Aggregated volume ·Price	N/A
e)	Date of the transaction	3 September 2021
f)	Place of the transaction	Outside a trading venue

#### Contacts:

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Via Alma PR

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#### About CloudCoCo Group plc

Supported by a team of industry experts and harnessing a diverse ecosystem of partnerships with blue-chip technology vendors, CloudCoCo makes it easy for businesses and public sector organisations to work smarter, faster and more securely by providing a single point of purchase for their connectivity, telephony, cyber security, cloud, IT hardware and support needs.

CloudCoCo has offices in Warrington and Leeds in the UK.