

Reach – non-regulatory announcement\*

21 October 2021

**CloudCoCo Group plc**  
("CloudCoCo", the "Company" or the "Group")

**Appointment of new Strategic Adviser**

CloudCoCo (AIM: CLCO), a leading UK provider of Managed IT services and communications solutions to private and public sector organisations, is pleased to announce the appointment of Mark Ward as a new Strategic Adviser to the Company.

Mark founded UK-based technology services provider Hunter Macdonald in 2013 and led its growth to circa 500 employees globally. In 2017, Hunter Macdonald was recognised as the UK's fastest growing IT Services company by the Sunday Times Tech Track after achieving a compounded annual growth rate of 273 per cent. over three years. His company delivered digital transformation and IT managed services to many FTSE 350 and major public sector organisations, such as Airbus Space and Defence, Rolls-Royce, Capita, Dyson, the Home Office and the Ministry of Defence. It joined forces with Denmark's NetCompany group in 2017 to create a significant new pan European IT Services company which today totals over 6,000 employees.

Working alongside senior management and Nigel Redwood (Strategic Consultant), Mark will help support CloudCoCo's growth through regular consultation across the Group's growth initiatives and Nigel will continue to support acquisition, integration and people strategies, as well as in the appraisal of possible acquisitions targets.

Mark invested in the Company's equity placing in August and as a result he holds approximately 15.6 per cent. of the Company's issued share capital.

**Mark Ward commented:**

*"I've been following CloudCoCo for some time now and have been hugely impressed by Mark's determination to build a significant new challenger organisation within the IT management services space, as well as his laser focus on over-delivering to his client base. Mark and his team have already achieved a huge amount, however, I strongly believe that this is just the beginning. I look forward to working with them on the exciting next stage of their evolution."*

**Mark Halpin, CEO of CloudCoCo commented:**

*"It's great to have Mark Ward on board as a Strategic Adviser to CloudCoCo as we enter this new stage in our evolution. Mark brings with him a wealth of experience within the technology sector and has a deep understanding of how to scale a technology business rapidly and profitably. We are already currently in advanced discussions with new clients as a result of his connections within the industry and look forward to sharing some exciting news on this in due course."*

**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 private 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, Leeds and Sheffield in the UK.

[www.cloudcoco.co.uk](http://www.cloudcoco.co.uk)

**\*About Reach announcements**

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