

1 April 2026

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

Director Subscription

CloudCoCo Group plc (AIM: CLCO) announces that further to the proposed subscription announced on 10 March 2026 (the "**Subscription**"), the Chairman and his wife have now conditionally subscribed for, in aggregate, 175,000,000 new ordinary shares of 0.01 pence each in the Company ("**Ordinary Shares**") at an issue price of 0.12 pence per new Ordinary Share (the "**Director Subscription**").

The Director Subscription is expected to complete alongside the Subscription on or around 2 April 2026 ("**Admission**").

The Director Subscription will raise £0.21 million (before expenses) for the Company and together with the subscription of 54,166,666 new Ordinary Shares announced on 10 March 2026, in aggregate £0.275 million (before expenses) has been conditionally raised for the Company.

On completion of the Director Subscription, the shareholdings in the Company of Simon and Lady Duckworth will be as follows:

Director/shareholder	Position	New Ordinary Shares being subscribed for	Total Ordinary Shares held on Admission	Percentage of enlarged share capital on Admission
Simon Duckworth	Non-Executive Chairman	104,166,667	122,766,667	13.12%
Lady Caroline Duckworth	Wife of Simon Duckworth	70,833,333	75,183,333	8.04%

The participation in the Subscription by Simon Duckworth and Lady Caroline Duckworth is deemed to be a related party transaction pursuant to rule 13 of the AIM Rules for Companies. Accordingly, Darron Giddens (being the Directors not taking part in the Subscription) considers, having consulted with the Company's nominated adviser, Allenby Capital, that the terms of the Director Subscription are fair and reasonable insofar as the Company's Shareholders are concerned.

Admission to AIM

Application has been made to the London Stock Exchange plc for admission of the 229,166,666 Subscription Shares to trading on AIM ("**Admission**"). It is expected that Admission will become effective and dealings in the Subscription Shares will commence at 8.00 a.m. on or around 2 April 2026 (or such later time and/or date as the Company may agree).

Total voting rights

Immediately following Admission, the Company will have 935,382,352 Ordinary Shares of 0.1p each in issue, each with one voting right. There are no shares held in treasury. Therefore, the Company's total number of Ordinary Shares in issue and voting rights will be 935,382,352 and this figure may be used by shareholders from Admission as the denominator for the calculations by which they will

determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

The FCA notification table in respect of these director dealings, made in accordance with the requirements of UK MAR, is appended further below.

Unless otherwise defined, definitions contained in this announcement have the same meaning as set out in the announcement made by the Company on 10 March 2026 at 6:30 P.M.

Contacts:

CloudCoCo Group plc
 Simon Duckworth (Chairman)
 Darron Giddens (CFO)
 Peter Nailer (Managing Director)

Tel: +44 (0) 114 292 2930

Allenby Capital Limited – (Nominated Adviser & Broker)
 Jeremy Porter / Vivek Bhardwaj – Corporate Finance
 Tony Quirke / Amrit Nahal – Equity Sales

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About CloudCoCo

CloudCoCo is a streamlined, growth-focused technology group specialising in e-commerce and IT procurement business based in Sheffield. Combining expert IT procurement solutions through Systems Assurance with the scalable e-commerce capabilities of MoreCoCo (www.morecoco.co.uk), helping organisations deliver enhanced efficiency, security, and agility. Backed by strong vendor partnerships and a team of industry specialists, we deliver tailored solutions and next-day access to hundreds of thousands of IT products.

www.cloudcoco.co.uk

Director/PDMR UK MAR disclosures

The following notification, made in accordance with the requirements of the UK Market Abuse Regulation, gives further details.

1	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Simon Duckworth
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman
b)	Initial notification /Amendment	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CloudCoCo Group Plc
b)	LEI	213800D4GJKAFHT5TB32
4	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	

a)	Description of the financial instrument, type of instrument Identification code	Ordinary shares of 0.01p each in CloudCoCo Group Plc Identification code (ISIN) for CloudCoCo Group Plc ordinary shares of 0.01 pence each: GB00B8GRBX01
b)	Nature of the transaction	Purchase of ordinary shares
c)	Price(s) and volume(s)	Price: 0.12p Volume: 104,166,667
d)	Aggregated information: - Aggregated volume - Price	N/A
e)	Date of the transaction	1 April 2026
f)	Place of the transaction	Outside a trading Venue

1.	Details of the person discharging managerial responsibilities / person closely associated	
a)	Name	Lady Caroline Duckworth
2.	Reason for the Notification	
a)	Position/status	person closely associated to Simon Duckworth (a PDMR)
b)	Initial notification/Amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	CloudCoCo Group plc
b)	LEI	213800D4GJKAFHT5TB32
4.	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	
a)	Description of the Financial instrument, type of instrument Identification code	Ordinary shares of 0.01p each in CloudCoCo Group Plc Identification code (ISIN) for CloudCoCo Group Plc ordinary shares of 0.01 pence each: GB00B8GRBX01
b)	Nature of the transaction	Purchase of ordinary shares
c)	Price(s) and volume(s)	Price: 0.12p Volume: 70,833,333
d)	Aggregated information: ·Aggregated volume ·Price	N/A
e)	Date of the transaction	1 April 2026
f)	Place of the transaction	Outside a trading venue