

**Synety Group plc**  
**("the Group" or "the Company")**

**Key Performance Indicators (KPIs) Update For the six months ending 30 June 2014**

**Further strong revenue growth**

**Expansion into US**

- 97% increase in Annualised Recurring Revenue
- US office open – Early impressions very encouraging
- 3 Further integrations

The Group is delighted to report significant growth for the period ending 30<sup>th</sup> June 2014 with a near doubling of many KPIs since the beginning of the year.

**Key Performance Indicators (KPIs)**

	31 Dec 2012	30 June 2013	31 Dec 2013	<b>30 June 2014</b>	<b>Six Months Growth</b>
<b>No of End Users</b>	564	1,336	2,678	<b>4,827</b>	<b>+80%</b>
<b>Av NEW Users per Month</b>	55	128	224	<b>320</b>	<b>+43%</b>
<b>No of Licences</b>	794	2,149	5,160	<b>10,702</b>	<b>+107%</b>
<b>Av Users Per Customer</b>	5.8	7.9	10.1	<b>11.9</b>	<b>+17%</b>
<b>Annualised Recurring Revenue (ARR)</b>	£0.15m	£0.38m	£0.87m	<b>£1.72m</b>	<b>+97%</b>
<b>Recurring Revenue Per User</b>	£22.80	£24.17	£24.10	<b>£26.32</b>	<b>+9%</b>

During the same period, the group also announced integrations with the following CRM companies further increasing Synety's addressable market.

**Integration Partners**

Chameleon-i	Recruitment Software
Influence IT	Recruitment CRM

In addition to the above KPIs and CRM Integrations highlights of other work completed during the period include;

#### **UK**

- Move to larger premises in Leicester
- Doubling of the UK sales team and launching a Strategic Partner Team to recruit and manager CRM partnerships
- Automated many of the provisioning procedures
- Launched CloudCall Campaigns and Progressive Dialler
- Integrated with 3 additional CRM companies

#### **US**

- Built US CloudCall platform in Boston for US customers. Platform went live on schedule on July 1<sup>st</sup>
- Opened Boston sales office – 15 staff, 12 of whom are customer facing
- Over 20 US customers already live or trialing

#### **Simon Cleaver, Synety's Executive Chairman commented:**

"This has been a quarter in which we have laid the foundations blocks to scale Synety. It's certainly been very busy and productive and the Board is delighted with the progress made - particularly in getting the US up and running on schedule.

"Operations in the UK are progressing well and we're now seeing increased lead flows from many of our CRM partners. The move to new premises in late May removed our headcount ceiling, so I'm confident we'll now see a marked acceleration in customer acquisition as the enlarged team come fully on-stream.

"The automation work that's been carried out in connection with our provisioning processes should remove another bottleneck and make a considerable difference in allowing us to scale more efficiently in the future.

"The US Sales office opened in early June in anticipation of the commissioning of the US platform. Whilst it's still early days, I am pleased to report that we already have over 20 US businesses signed up or on trials and that all initial impressions lead us to believe there is considerable appetite for CloudCall in the US. What is particularly encouraging is that we are already receiving larger leads flows from Salesforce.com and Bullhorn CRM that we do in the UK.

"The board is becoming increasing confident about the exciting future the US business represents for Synety."

**- Ends -**

For additional information:

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## About SYNETY

SYNETY is a leading cloud-based software and communications business based in Leicester, UK and Boston MA, US.

The company develops and provides a suite of cloud-based software products and services known as CloudCall which are aimed at enabling organisations to use their communications more effectively. The CloudCall suite of products allows companies to fully integrate their telephony systems into their existing software, enabling calls to be made, recorded, logged, categorised and detailed reports easily generated.

SYNETY's capacity to offer a streamlined integration with third-party CRM software makes it one of the most integrated telephony platforms in the world.

Since 2011 SYNETY has grown rapidly, seeing considerable increases in both the number of end users and in the number of CRM companies integrated with its software.

For additional information about SYNETY please visit [www.synety.com](http://www.synety.com)