

**Stock Data**

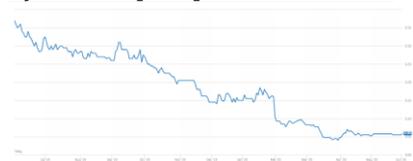
Share Price: 0.06p  
Market Cap.: £3.5m  
Shares in issue: 5,853m

**Company Profile**

Sector: Telecommunications  
Ticker: TOOP  
Exchange: LSE Standard Listing

**Activities**

**Toople plc** ('Toople', 'TOOP' 'the Group') provides bespoke telecoms services for its fast growing target market of UK SMEs with between one and 50 employees. Services offered by the Group include business broadband, fibre, EFM and Ethernet data services, business mobile phones, cloud PBX and SIP Trunking and traditional services (calls and lines), all of which are delivered and managed via the Group's proprietary software platform.

**1 year share price performance**


Source: [LSE](#)

**Past performance is not an indication of future performance.**

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## Toople plc

Toople has announced that Direct Market Services Limited ('DMSL'), its recently acquired subsidiary, has won a major new contract with Carluccio's, the leading hospitality and restaurant brand. The contract is an additional win for DMSL, who already services several businesses across multiple disciplines within the Boparan Restaurant Group, that last month bought-out control of Carluccio's, where re-openings are expected in line with the current government guidelines. Success in securing such a prestigious contract to supply data/telephony services is evidence of how attractive its offering has become. Moreover, the Pandemic has forced businesses worldwide to recognise an urgent need to review their existing telecoms services, with a view to both optimising existing facilities and seeking new solutions in order to provide enhanced quality at an affordable price. Toople's business pipeline remains strong for both institutional and individual bespoke solutions, suggesting activity levels will continue to expand going forward.

### A differentiated communications solution

Toople's brands seek to differentiate themselves by offering IT, telecoms and broadband solutions, with robust and reliable packages, that enhance a customer's business with competitive pricing structures. Operational complications resulting from the Covid-19 Pandemic, including 'lockdown' and dependence on remote working, means that small and medium sized businesses, such as the food retail, leisure and hospitality industries, are now seeking to efficiently upgrade communication and connectivity solutions. Significantly, Toople maintains exceptional business continuity due to the fact that its core offering is a cloud telephony platform which can support all UK, Poland and Durban staff. This enables all to work remotely with full access to Toople platforms/systems on desktop, tablet and mobile; this solution is also available to all Toople's customers and can be implemented on a same day basis.

### 'Blue Chip' contract Wins

This announcement follows news from [16<sup>th</sup> March 2020](#) that detailed DSML's signing of major contracts with two new large 'blue chip' customers, including a global humanitarian organisation, and a worldwide underwriting business. Both new customers signed up for cloud telephony platforms with DMSL. For the humanitarian organisation, this included a three-year contract for 95 seats (Revenue Generating Units), while the underwriting business agreed a three-year contract for 83 seats and a 100/1g ethernet circuit, also on a three-year contract. Customer deployment was completed for both contract wins in March, immediately generating first revenues for the Group.

### Opportunity in a post-Pandemic environment

Toople's [31 March 2020 AGM](#) confirmed integration of [DMS Holding 2017 Limited](#) was progressing to plan, while material progress is being made against the identified financial-synergy cost savings identified at the time of the acquisition. Now benefitting from a broader offering with wider reach, the Board recognises that the Group is ideally positioned to provide bespoke communications solutions to a customer base now looking to ensure it is better equipped to cope with any similar future 'lockdowns' and the inexorable transition toward remote working. The UK government proposal to inject £5bn for gigabit broadband roll-out in difficult-to-reach parts of the country, also offers additional access to higher speed connectivity over the next 5 years. Toople is well placed to take advantage of these market drivers.

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