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Crimson Tide selected for pharmaceutical analysis pilot by World Federation of Haemophilia

Crimson Tide ("Crimson Tide" or "the Company" (AIM:TIDE), the provider of mpro5 has won a pilot project with the World Federation of Haemophilia (WFH) for the initial stage of a significant global healthcare project for the verification, data capture, and analysis of pharmaceutical products associated with the treatment of haemophilia. The pilot is due to rollout in the first quarter of 2021.

The initial project will leverage the Company's mpro5 enterprise mobile workflow platform to scan pharmaceuticals, verifying their expiry and authenticity, and allowing the WFH to gain real-time insights into product usage around the globe. The pilot also seeks to promote harmonisation by demonstrating the ability to use a single platform and combined workflow in multiple countries.

mpro5 provides barcode scanning, data analysis, and cloud-based services via Microsoft Azure, renowned for its reliability, scalability and security. This enables real-time information, automated alerting, and integration capabilities with the existing systems of the WFH, driving a more efficient, transparent, and safer supply chain. mpro5 has been used in healthcare for many years in the verification and patient management for the National Coagulation Centre (NCC) in Ireland. It has also been used in verification of counterfeit drugs for the World Health Organisation in Africa and Asia.

The WFH is based in Montreal, Canada and its vision is that of *Treatment for All* is that one day, all people with a bleeding disorder will enjoy a more certain future filled with promise, no matter where they live. The mission of the WFH is to improve and sustain care for people with inherited bleeding disorders around the world. In order to achieve this, the organisation actively pursues long-term relationships with individuals and organizations who share the values inherent in their comprehensive development model.

Barrie Whipp, Executive Chairman of Crimson Tide, said: "We're thrilled that our mpro5 solution can be a genuine force for good and to help people directly in the healthcare arena. This pilot project demonstrates the flexibility and global reach of mpro5. Our team has refined and enhanced our existing healthcare version of mpro5 and our experience with verification and analysis has given us a clear advantage in being able to help the WFH in this critical process. Whilst the Company has been extremely busy across all vertical markets, we believe that there is an excellent opportunity for mpro5 to deliver significant and tangible benefits across all aspects of healthcare."

Giorgios Ampartzidis Head of Logistics for the WFH commented: "We are equally excited to launch the WFH Humanitarian Aid Mobile App with the cooperation of Crimson Tide

and offer a top class experience to our end users while enhancing visibility and compliance of the donation program."

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