RNS Number : 5155U
Crimson Tide PLC
02 August 2022

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Crimson Tide plc
("Crimson Tide" or "the Company")

Board Changes

Crimson Tide Plc (TIDE), the provider of the mpro5 solution, is pleased to announce the following changes to its Board of Directors, reflecting its growth ambitions and providing the right level of governance to achieve them. All changes and appointments will become effective as of August 2, 2022**.**

Luke Jeffrey, currently CEO, has decided that he wishes to focus on his key skills and passion for driving the mpro platform forward. Luke will remain an Executive Director and will move roles to become Product Director. This role will be responsible for all app variants underpinned by the mpro platform. Luke will remain at the forefront of evangelising the platform to all stakeholders, including customers and investors.

Jacqueline Daniell, currently a Non-Executive Director, will become Group Chief Executive Officer. Jacqueline joined the Board in January 2021. Prior to Crimson Tide, she was Chief Executive of Wey Education PLC and oversaw its growth on the AIM market through to its eventual sale to Inspired Education in April 2021. She will be responsible for implementing the Group's strategy across all areas of the business, working closely with the Chairman Barrie Whipp.

The Company is pleased to announce the appointments of two new Directors. Anthony ("Tony") Knowles, aged 58, is currently Chief Operating Officer of King's InterHigh, part of Inspired Education Plc, the leading global Group of premium schools. Tony joins as an independent Non-Executive Director and will also Chair the Remuneration committee. Tony's skills embrace operational and sales direction as well as HR. The Company is also pleased to announce the appointment of Thomas England, aged 32, as Technical Director. Thomas joined the Company 8 years ago and has worked his way to head up the Company's software team, responsible for delivering all front-end and back-end development across the mpro platform.

Barrie Whipp, Chairman, commented: "We are very fortunate to be able to draw on such a strong skill base as we drive the business forward and capitalise on our market opportunity. I have worked with Jacqueline for several years and greatly respect her ability to lead a committed Executive Board. Having been on the Board as a Non-Executive for over a year, she fully understands our business. Luke has done an excellent job as CEO, and I thank him sincerely. Focusing on his new role as Product Director will enable him to concentrate on his true passion; product development and innovation, the heartbeat of our business. This change is very exciting as we expand the Company vertically by sector and geographically.

"I am also excited to welcome Tony and Thomas to the Board. Both bring unique skills and experience that we can all draw upon and will prove invaluable as we continue to grow. I look forward to working with them."

Notes:

Anthony Knowles is a serving Director of Wey Education Limited.

Within the past five years, he has held the following directorships:-

Hunslet Cars Limited

Wheels Private Hire Limited

Veezu Holdings Limited

V Cars Limited

Thomas England holds options over 800,000 ordinary shares in the Company exercisable at a price of 2.21p per share under the terms of the Company's EMI Scheme.

There are no further disclosures required in relation to Schedule 2(g) of the AIM Rules in respect of either Thomas George Frank England or Anthony Gilbert Knowles.

For further information, please contact:

Crimson Tide plc Via Alma PR

Barrie Whipp / Jacqueline Danielle

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For further information on Crimson Tide plc, see the websites at: www.crimsontide.co.uk and www.mpro5.com.

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