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Crimson Tide PLC
31 May 2023

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This announcement contains Inside Information

Crimson Tide plc

("Crimson Tide" or "the Company")

Board changes

Crimson Tide plc (TIDE), the provider of the mpro5 Smart App Solution, announces the following Board changes, which will take effect immediately following the Company's AGM on 20 June 2023.

Janet Morris and Stephen Brewer will join the Board as independent non-executive directors, and Shaun Mullen, currently Head of Finance, will join the Board as Finance Director. Stephen Goodwin and Tony Knowles, non-executive directors of the Company, are retiring, and Peter Hurter, finance director, will leave the Company to pursue other career opportunities. Peter will remain a consultant to the Company. Thomas England will step down from the Board to join a newly formed Operating Board.

Janet Morris is an accomplished global commercial leader with significant international experience with Cambridge International Education (2009-2019), part of Cambridge University Press & Assessment, the global education and assessment organisation. She served as interim CEO (2018) and Director of International Sales & Marketing (2009-2018), where she was responsible for the leadership and development of a global network of 175 people in over 160 countries over a nine-year period. Janet has also held a variety of interim leadership and consultancy roles as part of a portfolio career in a diverse array of organisations and industry sectors, including EdTech, publishing, professional services, legal, construction, property, environment, technology, travel, aviation, local and national government bodies.

Janet will Chair the Remuneration Committee and join the Audit Committee

Stephen Brewer is an experienced non-executive and strategic board adviser, as well as a former CEO and C-level executive with Eircell, Vodafone, O2 UK, Orange France, Cable & Wireless and Digicel. Whilst CEO at Eircell, he oversaw the mobile operator's growth from 100,000 to 1.6 million customers and played a key role in the IPO of its parent company Eircom before leading Eircell's sale to Vodafone for $3.5 billion. He has planned and led the successful delivery of major infrastructure and complex, transformational projects in Ireland, the UK, France, and the Caribbean. He acts as an advisor to Science Foundation Ireland and Enterprise Ireland and has also advised Ireland's Department of the Environment, Climate and Communications. Stephen was a founding Director of Apple Computer UK.

Stephen will Chair the Audit Committee and join the Remuneration Committee

Shaun Mullen joined the Company in 2023 as Head of Finance and will now assume the role of Finance Director & Company Secretary. Shaun trained at Baker Tilly (now RSM) and joined PWC's advisory team as a Corporate Finance Manager. His career includes spells as Finance Director for the British Private Equity and Venture Capital Association (BVCA), Kesslers International and Coffee Planet. Shaun has international experience in the Middle East.

Further details on Janet Morris, Stephen Brewer and Shaun Mullen are set out below.

Barrie Whipp, Chairman, commented: "We continue to position the Company for further growth, and I am delighted to welcome Janet, Stephen, and Shaun to the Board. It should be noted that all these new Directors have international experience, and our early-stage growth beyond the UK and Ireland offers opportunities for them to contribute immediately. The new Non-Executive Directors have experience from larger organisations, and we look forward to their counsel. We are confident that we have chosen two exceptional candidates.

I would like to sincerely thank those retiring from the Board for their service. Tony is very busy with other projects, while Peter has an opportunity to move on to pastures new, having been a great support to the team for around five years. Thomas England will remain with the Company on our new Operating Board. Finally, Steve Goodwin has been fundamental to our success and has contributed immeasurably as Finance Director, CEO and Non-Executive Director."

For further information, please contact:

Crimson Tide plc	+44 1892 542444
Barrie Whipp / Jacqueline Daniell	
finnCap (Nominated adviser and Broker)	
Corporate Finance: Julian Blunt / Milesh Hindocha	+44 20 7220 0500
Corporate Broking: Andrew Burdis	+44 20 7220 0500
Alma PR - (Financial PR)	
Josh Royston / Will Ellis Hancock	+44 7780 901 979

Crimson Tide provides mpro5, the Smart App Solution. For further information, see mpro5.com and on Crimson Tide plc, crimsontide.co.uk

The following information regarding the appointment of Janet Rosemary Morris (married surname: Bidwell), aged 58, is disclosed under Schedule 2(g) of the AIM Rules for Companies:

Current directorships and/or partnerships:	*Former directorships and/or partnerships (within the last five years):*
Unity Schools Partnership Education Ltd	-
Unity Schools Partnership	
Roffey Park Institute Limited	
Walk the Walk Worldwide	
Alliance Française de Cambridge	
Arche Consulting International Ltd	

The following information regarding the appointment of Stephen James Brewer, aged 75, is disclosed under Schedule 2(g) of the AIM Rules for Companies:

Current directorships and/or partnerships:	*Former directorships and/or partnerships (within the last five years):*
Cellusys IoT Limited	IT Rollout Consultancy Limited
ChildVision Company Limited Guarantee	Magnet Networks Limited
Hapi Business Consultancy Limited	Obelisk International Group Holdings Limited
Velona Systems Limited	

Roe Lane Limited entered a creditors voluntary liquidation process on 10 July 2014, within a year of Mr. Brewer ceasing to be a director (on 31 January 2014). According to the liquidator's final statement of account dated 6 January 2016, preferential and unsecured creditors received a total of EUR 72,185.

The following information regarding the appointment of Shaun Robert Mullen, aged 46, is disclosed under Schedule 2(g) of the AIM Rules for Companies:

Current directorships and/or partnerships:	*Former directorships and/or partnerships (within the last five years):*
-	Oscivia Finance Solutions Limited

There is no further information to be disclosed in relation to any of the above director appointments pursuant to Rule 17 and Schedule 2, paragraph (g) of the AIM Rules.

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