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Crimson Tide PLC
14 September 2023

14 Sep 2023

Crimson Tide plc

("Crimson Tide" or "the Company")

Strengthened Operating Board

Crimson Tide plc (TIDE), the provider of the mpro5 Smart App Solution, is pleased to announce the following additions to its Operating Board.

Philip Meyers has joined the Company as Chief Operating Officer. He assumes responsibility for operational processes across the Company and has a wide-ranging remit to prepare the Company for scalable growth domestically and internationally. Philip will be reviewing our processes to ensure that mpro5 can not only be provided as a full service application, but also prepare for growth through a partner model, incorporating seamless integration to software and IoT channels.

Philip brings recent experience as General Manager of HiSky Limited, which provides space telecoms technology, which followed five years at Inmarsat, where he became Vice President of Technology after roles in Sales and marketing. Philip is particularly interested in Internet of Things (IoT) technology and routes to market.

Ben Miller has also joined the Company as Chief Marketing Officer. Ben has experience in digital marketing and has recently worked at Loop, a firm specialising in business performance management software. Before this, Ben helped digitise the business of Glass's Information Services, where he became Head of Marketing.

Barrie Whipp, Chairman, commented: "We are very pleased to have secured the services of Ben and Phil, who I am sure will contribute hugely to the next stage of our growth story. These additions complete our Operating Board, and I am excited to see the results of their efforts."

For further information, please contact:

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

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