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Crimson Tide PLC
04 July 2025

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

Appointment of Finance Director

Crimson Tide plc (LSE: TIDE), the provider of the mpro5 process management app, is pleased to announce the appointment of Rachael Rowe as Finance Director of the Company with effect from 8 September 2025.

Rachael has 20 years of financial experience. After qualifying as a Chartered Certified Accountant, she spent16 years working in finance roles in various sectors. Rachael joined Saga plc in 2015 and held numerous financial leadership positions over a period of seven years.Since 2022 she has been with the Richemont Group as Head of Finance focused on the global accounting and operations for Watchfinder.

Peter Hurter shall step down as Finance Director and as a director of the Company on 31 August 2025. Peter will be available as a consultant to the Company for a short period of time to ensure an orderly handover and assist the Company as required.

Commenting on the Board changes, Chris Fielding, Non-Executive Chairman said:
"I am delighted to confirm the appointment of Rachael as Finance Director. In past roles, she has demonstrated the leadership and expertise required to help further develop Crimson Tide.

"On behalf of the Board I want to thank Peter for his valuable contribution and wish him well in his future endeavours".

Director information

The following disclosures are made in respect of Ms Rowe pursuant to the AIM Rules for Companies:

Rachael Ann Rowe (nee Brailsford) is aged 39 and does not currently hold any other directorships or partnerships and hasn't held any within the last five years.

Enquiries:

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