RNS Number : 9465R
Crimson Tide PLC
22 July 2025

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**Crimson Tide plc**

("Crimson Tide", the "Company" or the "Group")

**Appointment of Chief Executive Officer**

The Board of Crimson Tide plc (AIM: TIDE), the provider of the process management platform mpro5, is delighted to announce that Jon Clarke, currently Interim Chief Operating Officer of the Company, has been appointed as Chief Executive Officer with immediate effect.

After graduating with a Bachelor of Science in Psychology, Jon started his career at ITV in 2005 and then worked at Havas Group and Clear Channel Outdoor. Since 2013 Jon has gained experience in various smaller businesses, including Viage Limited, a support services business, and Onvi Tech Limited, a mobile order and payment business for hospitality venues, both of which he founded. In June 2024 he became interim COO for The Future Fox, an AI start up, covering for the founder's maternity leave, before joining Crimson Tide as interim COO in October 2024.

Chris Fielding, Non-Executive Chair of Crimson Tide, commented:

"We are delighted to have concluded the changes to the Crimson Tide board of directors with the appointment of Jon as Chief Executive Officer. He has been a successful member of that team since October last year and will, I am sure, make a significant contribution to the growth of our Company. I very much look forward to working with him."

Jon Clarke, CEO, commented:

"We are entering an exciting new chapter for the company, and I am honoured to lead the team as we accelerate innovation, strengthen our market position, and deliver long-term value for our shareholders - Crimson Tide has huge growth potential, and I'm confident we are well-positioned to capitalise on the significant opportunities ahead."

**Director information**

The following disclosures are made pursuant to the AIM Rules for Companies:
Jonathan Roy Allen Clarke ("Jon") is aged 43 and is currently a director of Onvi Tech Limited and Rapyd Limited and has not held any other directorships or partnerships within the last five years.

**Enquiries:**

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Chris Fielding, Non-Executive Chairman
Jon Clarke, Chief Executive Officer
Peter Hurter, Chief Financial Officer

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The person responsible for arranging the release of this announcement on behalf of the Company is Peter Hurter, Chief Financial Officer of the Company.

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