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Crimson Tide PLC
10 November 2025

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10 November 2025

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

Contract Renewal with Major Global Retailer

Crimson Tide plc (TIDE), the provider of the mpro5 process management app, is pleased to announce that it has secured a significant three-year contract extension with one of the world's largest retailers, representing a total contract value (TCV) of £3.88 million over the term.

This agreement marks a continuation and expansion of the Company's long-standing relationship with the retailer. The mpro5 platform is already deployed across more than 3,000 of the customer's retail locations in the UK and Ireland, with further international rollout potential under consideration.

Over the past three years, mpro5 has become an integral part of the retailer's in-store operations, supporting over 30 distinct services across retail sites. By leveraging the configurability and scalability of the mpro5 platform, the retailer has been able to consolidate multiple legacy systems, replace competitor solutions, and drive efficiency through a single, enterprise-grade workflow platform.

Ongoing investment in analytics, AI, and communications capabilities within the mpro5 roadmap continues to enable the retailer to modernise and innovate its in-store operations, supporting its digital transformation strategy through to 2026 and beyond.

Jon Clarke, Chief Executive Officer of Crimson Tide plc, commented:

"We are delighted to extend and expand our relationship with such a long-standing and prestigious customer - one of the UK's most innovative and operationally complex retailers.

This renewal reinforces mpro5's position as a mission-critical platform for large enterprise clients and reflects the tangible value it delivers every day across thousands of sites.

This contract renewal means that four of our five largest customers by revenue have signed renewal agreements in the current financial year. This demonstrates that our customer retention and growth strategy is working and gives us a solid platform for future growth."

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The person responsible for arranging the release of this announcement on behalf of the Company is Rachael Rowe, Finance Director of the Company.

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