RNS Number : 4441U
Crimson Tide PLC
26 February 2026

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

**Non-Executive Director appointments**

The Board of Crimson Tide plc (AIM: TIDE), the provider of the mpro5 process management platform, is delighted to announce the appointments of Nicky Chenery and Ira Roxburgh as Non-Executive Directors of the Company.

Nicky has over 20 years' experience building go-to-market functions and scaling SaaS businesses. Most recently, Nicky has held senior leadership roles across a number of B2B organisations, including Wix, DeepL and SafetyCulture, following earlier experience at Adobe and Yell.

Ira has over 18 years' experience in product leadership, with a strong emphasis on global product development, scaling products and maximising capital efficiency across both consumer and B2B sectors. Most recently, Ira has served as Chief Product Officer at Checkatrade and before that, Zettle by PayPal, following earlier senior product roles at Funding Circle, Expedia, Amazon and Microsoft.

Nicky and Ira will join the Company's Remuneration Committee and Audit Committee, each of which is chaired by James Joyce, Non-Executive Director of the Company.

**Chris Fielding, Non-Executive Chair of Crimson Tide, commented:**
*"We are delighted to announce the appointments of Nicky and Ira and look forward with excitement to the contributions that both will undoubtedly make to our developing business."*

**Jon Clarke, Chief Executive Officer of Crimson Tide, commented:**
*"We have ambitious growth plans for the business and have carefully considered where we can further strengthen the Board to support those ambitions. The two key areas identified were product and go-to-market execution. Ira brings significant experience in defining and executing product strategy, having led product teams for some of the most widely used platforms globally.*

*Nicky has a strong track record of building high-performing commercial teams and delivering sustained revenue growth. Nicky's experience at SafetyCulture, a business operating within our space, will be particularly valuable, having scaled the EMEA region from an early stage through an effective land-and-expand strategy aligned with our own. I am delighted to welcome both appointments to the Board and believe they will play an important role in supporting the Company's growth strategy."*

**Further disclosures pursuant to the AIM Rules for Companies:**

Nicky Chenery's full married name is Nicola Suzanne Gardiner (nee Chenery). Nicky is aged 50 and has not held any directorships or partnerships in the past five years.

Ira Roxburgh's full married name is Irina Roxburgh (nee Ignatova). Ira is aged 53, is currently a director of Fieldlimit Limited and has not held any other directorships or partnerships in the past five years.

**Enquiries:**

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