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Crimson Tide PLC
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Crimson Tide plc

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

New Contract Wins

Crimson Tide plc (AIM: TIDE), the provider of the mpro5 operational compliance platform, is pleased to announce three new contract wins, representing combined monthly recurring revenue ("**MRR**") of approximately £8,300.

The three contracts span the Company's core verticals of food safety, retail and facilities management, and include a new customer win in the United States, further demonstrating the breadth and momentum of its commercial pipeline.

Antrim Hills Spring Water Company Ltd - Full 36-Month Contract Following Successful Trial

Following a successful three-month trial, Antrim Hills Spring Water Company Ltd has signed a 36-month contract with Crimson Tide. mpro5 will be used to digitise Antrim Hills Spring Water Company Ltd's food production processes, including cleaning records, goods-in checks and production workflows. The platform will provide the company with real-time traceability and compliance oversight, replacing paper-based systems with mobile forms, scheduling and dashboards, and supporting its ongoing regulatory requirements including its BRCGS audit.

The conversion from trial to full contract reflects the tangible value Antrim Hills Spring Water Company Ltd identified during the evaluation period and underlines the Company's structured approach to new customer engagement. The Company anticipates further expansion of the deployment to include cleaning audits, deepening the use of mpro5 across Antrim Hills Spring Water Company Ltd's compliance operations.

3Z Brands - New Customer Win in the United States

Crimson Tide has signed a new contract with 3Z Brands, a leading US mattress manufacturer and retailer based in Glendale, Arizona. Under the agreement, mpro5 will be used by 3Z Brands' merchandiser network to monitor and evidence the presentation of mattresses across retail stores. The platform will digitalise in-store checks, capture compliance data in real time, and provide clear insights to improve product visibility and execution. By driving more consistent in-store presentation, the deployment is expected to deliver a positive return on investment through improved retail execution and ultimately increased sales.

This agreement represents further progress for Crimson Tide in the US market and reflects the Company's continued investment in its North American commercial capability, including the expansion of its dedicated US sales team and the implementation of a best-in-class RevOps process to facilitate an effective outbound sales process.

GTS Rail Operations Ltd - User Expansion on the Elizabeth Line

GTS Rail Operations Ltd, part of The Go-Ahead Group and operators of the Elizabeth Line, has agreed to expand its deployment of mpro5, increasing the number of users on the platform. This expansion builds on the existing relationship between the two companies and reflects the continued and growing value that GTS Rail Operations Ltd is deriving from mpro5 across its rail operations.

Commenting on the wins, Jon Clarke, CEO of Crimson Tide plc, said:

"These three contract wins demonstrate the strength and diversity of our pipeline across the UK and US. Converting Antrim Hills Spring Water Company Ltd from trial to a three-year contract is a strong validation of our approach to new customer engagement, and the expansion of our relationship with Go-Ahead reflects the long-term value mpro5 delivers to its users. Combined with our continued progress in North America with 3Z Brands, these wins give us real confidence in the foundations we are building for sustainable growth."

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