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Crimson Tide PLC
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Crimson Tide plc

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

New contract trials: Sim Trava LTD and DW Baking LTD

Crimson Tide plc (AIM: TIDE), the provider of the mpro5 operational compliance platform, is pleased to provide an update on two new commercial developments with Sim Trava LTD ("**Sim Trava**") and DW Baking LTD ("**DW Baker**"), further demonstrating the growing commercial momentum across the business.

Sim Trava LTD - Costa Coffee

Sim Trava, the operator of approximately 80 Costa Coffee stores in the UK, has commenced a one year trial of mpro5 across its estate, with the platform being integrated into its task management and compliance workflows. With an estate of this scale, operational consistency and compliance rigour are central to Sim Trava's operating model. The deployment of mpro5 will digitise ways of working and provide real-time visibility across all locations, enabling Sim Trava's teams to maintain standards and respond effectively across the business.

Sim Trava is already drawing on Crimson Tide's expertise and shared learnings from comparable multi-site operations to accelerate effective embedding of the platform. Both parties are committed to a collaborative approach in which knowledge and best practice flow in both directions as usage scales across Sim Trava's business.

DW Baking LTD

Crimson Tide has also secured a new contract with DW Baking, a food manufacturing business, to deploy mpro5 across quality inspection and daily task management workflows. The initial trial will cover five quality technicians at a single site, focused on quality inspections and daily tasks. Subject to successful delivery, there is a clear path to roll out mpro5 across all of DW Baking's facilities, encompassing quality, packing, food safety, incident capture and Hazard Analysis and Critical Control Point ("**HACCP**") processes.

DW Baking had previously used a competitor's platform, but had not been able to embed it effectively, largely due to a self-service implementation model. Crimson Tide's managed onboarding approach, whereby Crimson Tide takes ownership of getting customers live and delivering value, was a key differentiator in the sales process. The mpro5 task management capability and Crimson Tide's revised pricing model, designed to lower barriers to entry and enable customers to prove value early, were also cited as important factors.

Notably, this deal was closed in relatively short order, reflecting the strength of Crimson Tide's current product positioning and commercial execution. This trial, whilst small currently, is consistent with the Company's strategic objective for the current financial year: to complement its enterprise customer base by bringing on board smaller, high-fit customers, more quickly and in greater volume.

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

"These two wins reflect the breadth of opportunity we are now pursuing and the progress we are making in translating our product and commercial improvements into new customer relationships. Sim Trava is a substantial multi-site operator where we can demonstrate the full value of mpro5 at scale, while DW Baking is a strong example of the type of customer we are now equipped to win efficiently and onboard effectively. Both deals give us further confidence in the direction of the business."

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