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Crimson Tide PLC
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Crimson Tide plc

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

New Contract Win with APCOA Parking

Crimson Tide plc (AIM: TIDE), the provider of the mpro5 operational compliance platform, is pleased to announce that it has signed a new three-year contract with APCOA Parking (UK) Limited ("APCOA"), part of the APCOA Group, one of Europe's leading parking management and mobility services providers. The APCOA Group manages approximately 1.8 million parking spaces across more than 13,000 locations in 13 European countries. The contract adds to the Group's contracted recurring revenue over its three-year term.

Under the agreement, mpro5 will be deployed across three distinct areas of APCOA's UK operations: car park auditing, patrols at hospital sites, and patrols undertaken by civil enforcement officers on behalf of civil authority clients. The platform will digitalise routine inspection and patrol activity, capture evidence in real time, and provide APCOA and its own clients with clear, auditable data on service delivery across the estate.

The contract was awarded following a competitive selection process in which mpro5 was assessed against two other platforms. mpro5 is already in live operational use by APCOA in Ireland, and the Board believes that the Group's first-hand experience of the platform, and of the results it delivers, was a material factor in the outcome of that process. The breadth of the new deployment, spanning commercial car parks, healthcare sites and public sector enforcement, reflects the configurability of the mpro5 platform and its ability to support multiple, distinct operational workflows for a single customer from one system.

The agreement therefore represents both a new contract win and an expansion of an existing customer relationship into a further territory, consistent with the Company's strategy of growing within its existing accounts alongside winning new logos. It also extends Crimson Tide's footprint in large-scale, field-based service operations, a segment that shares the same core requirement as the Company's established retail, food safety and facilities management customers: the need to evidence, at scale, that work has been carried out to a consistent standard.

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

"APCOA is precisely the type of customer that mpro5 is built for: large, multi-site and field-based, with a genuine need to evidence service delivery to its own clients. What makes this win particularly pleasing is that APCOA already uses mpro5 in Ireland, so they came into a competitive process against two other platforms knowing exactly what our product does day to day. Choosing to extend that into the UK, across three very different operations, is about the strongest endorsement a customer can give. We look forward to building a long-term partnership with APCOA across both markets."

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