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Crimson Tide PLC (“Crimson Tide” or “the Company”)

CRIMSON TIDE WINS THREE NEW CONTRACTS AND ADDS TO ITS GROWING SUBSCRIBER BASE

Crimson Tide, the leading developer of mpro5 enterprise class mobile business applications on smartphone and tablet, has secured new contracts with Screen-care UK, Scomac Services UK and UK Homemaker. The sum of these new subscriber agreements equates to £83,700 of contracted revenue, which adds to the Company’s increasing contracted revenue base. The new contracts also illustrate the versatility of mpro5 due to the diversity of industries using the mobile software. Much of this success stems from the release of mpro5 on the popular iOS, Android and Windows Phone operating platforms, which offers customers greater choice over hardware, and the anticipated announcement of mpro5 on Windows 8 is expected to raise this interest even further.

Screen-care UK is the leading windscreen repair company across the South Coast of England. Due to the nature of its work the organisation currently relies on engineers completing paperwork out in the field and submitting it back to head office for re-entry. Screen-care UK intends to utilise mpro5 to mobilise this entire process. All repair-associated paperwork will be completed by engineers on iPads and the collected information will synchronise back to mpro’s powerful gemini website, via the cloud, from where it will integrate with its accounting system and automatically create invoices. This offers Screen-care the ability to increase its cash flow since customers can be invoiced on the same day as job completion.

Scomac Services UK is a mechanical and electrical engineering specialist. It provides a range of electrical services to commercial and industrial sectors, including the barracks of the British Army. Through the use of mpro5 the organisation is able to react to repair and maintenance calls with increased speed since jobs can be scheduled directly to its engineers’ tablets. Any paperwork that needs to be completed whilst on site can be mobilised with mpro5 and attached to the scheduled job. Through automatic email alerts, office-based staff are notified as soon as jobs have been completed, enabling them to invoice customers on the same day. Through these enhancements Scomac is increasing the productivity of its staff along with the speed of its cash flow.

UK Homemaker is an organisation that sells and fits home appliances. Currently all customer enquiries are created in its CRM (Customer Relationship Management) system and staff complete fitting requirements and customer details on paper. The organisation wanted to implement a system, which would efficiently link these two processes together and it recognised mpro5’s ability to achieve enhancement to productivity. By giving field-based staff the ability to complete all jobs and associated paperwork on mobile devices mpro5 is expected to increase the speed with which it deals with enquiries and provide an enhanced customer experience. The significant reduction in paperwork is also anticipated to translate into considerable cost savings for the organisation.

Barrie Whipp, Executive Chairman said, “We are pleased to welcome these valued customers to our mpro service. The power of mpro5 is being demonstrated in diverse industries, and it is the solidity of the platform which allows us to deliver solutions rapidly, providing immediate return on investment.”

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