

4 June 2014

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

CONTRACT EXTENSIONS FOR MPRO5 WORTH OVER £200K

Crimson Tide, a leading developer of enterprise mobility solutions on subscription, has entered into two 3 year contract extensions for mpro5 with KBA (UK) Ltd and one of the UK’s largest Facilities Management support companies. The total value of these contract extensions is worth over £200K in contracted revenue for the Company.

KBA (UK) Ltd is part of Koenig and Bauer Group, which is the world’s leading manufacturer and supplier of printing presses for newspapers, packaging, commercial and security sectors. Its field engineers started using the mpro software over 11 years ago and in 2013 upgraded to the Company’s powerful mpro5 system. By integrating mpro5 with KBA’s SalesLogix CRM solution, all customer service tickets raised synchronise down to its engineer’s iPhones. This has led to increased staff efficiency, client satisfaction and significant reductions in unnecessary resources.

The Facilities Management support company, has been a loyal mpro customer since 2007 and has regularly renewed its contracts with Crimson Tide over the years. In conjunction with the contract extension the client is upgrading 90 of its field staff to Crimson Tide’s latest and powerful mpro5 system, which is driven by Microsoft Azure (the secure, scalable and reliable cloud platform) and available across the iOS, Android and Windows 8 and Windows Phone 8 operating systems. The client now has 142 mpro5 subscribers.

Andrew Pang, KBA UK’s Managing Director, says, “We have been working with Crimson Tide since 2003 and our subsequent contract renewals with the company reflect the quality of the service and technology provided. mpro5 has not only helped us to significantly improve staff productivity but we are also more responsive to the needs of our clients. I hope we continue to work in unison with Crimson Tide over the next few years.”

Barrie Whipp, Crimson Tide’s Executive Chairman, said, “We have formed a tremendous partnership with both companies over many years and are very happy that they will continue to use mpro5 until at least 2017. We look forward to continue working with both customers over this extended period and ensuring that mpro5 meet their business needs.”

- ends -

For further information:

Crimson Tide plc

Barrie Whipp, Executive Chairman 01892 542 444

WH Ireland

James Joyce /James Bavister 020 7220 1666