

CRIMSON TIDE PLC

("Crimson Tide" or "the Company")

MPRO5 CONTRACT WIN

Crimson Tide (TIDE), the AIM-quoted provider of mpro5 – Smart Mobility as a Service, has secured an additional contract worth at least £250,000 over its term with Interserve, the international support services and construction group.

After reviewing its requirements, the customer has decided to replace some systems currently used, consolidating several activities into mpro5's fully hosted, cloud-based, paperless recording platform for optimal reporting by employees on the move. The three-year contract has potential to increase to £360,000 in value.

The customer will use mpro5 for mobile scheduling, reporting and auditing of workflow and activities over several work streams that are currently served by legacy providers. The work will optimise the customer's own productivity and its services to a number of blue chip, household name businesses and organisations, variously engaged in retail, transport, broadcasting and other activities.

Users of mpro5's enterprise mobile solutions pay a monthly subscription for mobile devices, software, cloud infrastructure, installation and support required by their out-of-office teams. This makes for easy initial adoption, often followed by wider internal take-up as the performance benefits are established.

Barrie Whipp, Executive Chairman, commented: "We are happy to extend our service provision for this industry-leading, international company with whom we have worked for many years.

The order underpins the 'organic' take-up of the technology that forms part of our business model and is a further endorsement of our smart mobility software as a service (SMaaS) and its benefits in enhanced staff performance, efficiency and cost reduction. mpro5 provides a highly flexible, fast and responsive platform to optimise productivity and minimise risk, and our customers find our service an extremely useful building block in their growth and progress."

For further information, please see www.crimsontide.co.uk / www.mpro5.com or contact:

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Notes to editors

Founded in 1996 and quoted on AIM since 2006, Crimson Tide plc is the provider of mpro5 – Smart Mobility as a Service (SMaaS). mpro5 is delivered on smartphones, tablets and PDAs, and enables companies to transform their businesses and strengthen their workforces.

Crimson Tide offers a global service, working with some of the world's leading companies, tailoring mpro5 to suit customer needs. Developed over 10 years by its world-class team, mpro5 is the smart choice for organisations large and small that want to improve productivity and save money.

mpro5 is a platform-agnostic mobility suite fully hosted on Microsoft Azure, so customers are quickly up and running and the service is scalable and robust. It is provided on subscription, so clients can immediately see a return on their investment.

mpro5 not only helps people improve their day-to-day working methods while saving employers money, it also saves lives, by enabling haemophilia patients to verify the safety of their medication before use. mpro5 clients come from a diverse range of industries allowing the Company to listen, share and find the best solution for all mobility needs.