

1 September 2014

Crimson Tide PLC ("Crimson Tide" or "the Company")

SIGNIFICANT CONTRACT WIN TAKES CRIMSON TIDE GLOBAL

Crimson Tide, the leading developer of mpro5 enterprise smartphone and tablet apps in the cloud, has signed an agreement with one of the world's largest food companies which will last in excess of three years. The new agreement is expected to equate to a minimum of £250,000 of contracted margin revenue over the term for the Company and demonstrates the increasing scalability of the mpro solution.

Upon the achievement of an extended worldwide rollout, the size of the contracted margin revenue could rise significantly above £250,000 conditional on the number of users. There are no associated hosting costs and Crimson Tide will not be required to provide mobile devices. The contract is expected to be rolled out to thousands of users worldwide. There are further opportunities for other applications for the same client.

Crimson Tide's mpro5 system will provide the client with Proof of Delivery and Estimated Time of Arrival information for its own and third party deliveries. mpro5 will communicate with the client's SAP system to collect and receive delivery data from mobile devices used by drivers and delivery workers. This proves mpro5's interoperability capabilities with the largest ERP systems.

The first rollout of the system will be in Australia imminently and further countries will follow suit. In keeping with the international scale of the operation, Crimson Tide is providing local language versions of mpro5 and its mpro cloud-based management website, hosted on Microsoft Azure.

Barrie Whipp, Executive Chairman, Crimson Tide commented, "This contract is a transformational landmark for Crimson Tide. It validates mpro5 as a world leading enterprise cross platform mobility solution. I was particularly pleased that Microsoft introduced the two companies based on Crimson Tide's experience in delivering enterprise mobility in the cloud on Microsoft Azure.

"Our footprint will expand worldwide and we are very proud to be working with our global client on this project."

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