

23 April 2021

Crimson Tide plc

("Crimson Tide" or the "Company")

PDMR Dealings

Crimson Tide (AIM: TIDE), the provider of the mpro5 mobile platform, makes the following announcement in accordance with the Market Abuse (Amendment) (EU Exit) Regulations 2019/310:

- Details of the person discharging managerial responsibilities/person closely associated**
- a) Name Luke Jeffrey
- Reason for the notification**
- a) Position/status Chief Executive Officer
- b) Initial notification/ Amendment Initial Notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**
- a) Name Crimson Tide plc
- b) LEI 213800YUNLNBVYR3G129
- 4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted**
- a) Description of the financial instrument, type of instrument Ordinary shares of 0.1p each

Identification code

- b) Nature of the transaction n/a
Purchase of Ordinary Shares
- c) Price(s) and volume(s) Price(s) Volume(s)
3.0p 333,333
- d) Aggregated information
- Aggregated volume N/A
- Price
- e) Date of the transaction 23 April 2021
- f) Place of the transaction AIM XLON

- Details of the person discharging managerial responsibilities/person closely associated**
- a) Name Peter Hurter
- Reason for the notification**
- a) Position/status Finance Director
- b) Initial notification/ Amendment Initial Notification
- 3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**
- a) Name Crimson Tide plc
- b) LEI 213800YUNLNBVYR3G129

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument Ordinary shares of 0.1p each

Identification code

b) Nature of the transaction n/a
Purchase of Ordinary Shares

c) Price(s) and volume(s) Price(s) Volume(s)
3.0p 333,333

d) Aggregated information

- Aggregated volume N/A

- Price

e) Date of the transaction 23 April 2021

f) Place of the transaction AIM XLON

Details of the person discharging managerial responsibilities/person closely associated

a) Name Toby Hawkins

Reason for the notification

a) Position/status Sales & Marketing Director

b) Initial notification/ Amendment Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

a) Name Crimson Tide plc

b) LEI 213800YUNLNBVYR3G129

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument Ordinary shares of 0.1p each

Identification code

b) Nature of the transaction n/a
Purchase of Ordinary Shares

c) Price(s) and volume(s) Price(s) Volume(s)
3.0p 333,333

- d) Aggregated information
- Aggregated volume N/A
 - Price
- e) Date of the transaction 23 April 2021
- f) Place of the transaction AIM XLON

Details of the person discharging managerial responsibilities/person closely associated

- a) Name Barrie Whipp
- Reason for the notification**
- a) Position/status Chairman
- b) Initial notification/ Amendment Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name Crimson Tide plc
- b) LEI 213800YUNLNBVYR3G129

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

- a) Description of the financial instrument, type of instrument Ordinary shares of 0.1p each

Identification code

- b) Nature of the transaction n/a
Sale of Ordinary Shares
- c) Price(s) and volume(s) Price(s) 3.0p Volume(s) 15,009,919
- d) Aggregated information
- Aggregated volume N/A
 - Price
- e) Date of the transaction 23 April 2021
- f) Place of the transaction AIM XLON

Details of the person discharging managerial responsibilities/person closely associated

- a) Name Steve Goodwin
- Reason for the notification**
- a) Position/status Non-Executive Director
- b) Initial notification/ Amendment Initial Notification

3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor

- a) Name Crimson Tide plc
- b) LEI 213800YUNLNBVYR3G129

4 Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted

a) Description of the financial instrument, type of instrument Ordinary shares of 0.1p each

Identification code

b) Nature of the transaction n/a
Sale of Ordinary Shares

c) Price(s) and volume(s) Price(s) Volume(s)
3.0p 4,739,975

d) Aggregated information

- Aggregated volume N/A

- Price

e) Date of the transaction 23 April 2021

f) Place of the transaction AIM XLON

For further information:

Crimson Tide plc

Barrie Whipp / Luke Jeffrey +441892 542 444

finnCap (Nominated Adviser and Broker)

Corporate Finance: Julian Blunt / James Thompson +44 20 7220 0500

Corporate Broking: Andrew Burdis +44 20 7220 0500

Alma PR (Financial PR)

Josh Royston +44 7780 901979

For further information on Crimson Tide plc, see the website at: www.crimsontide.co.uk/