

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the UK version of the EU Market Abuse Regulation 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended and supplemented from time to time. Upon the publication of this announcement, this inside information is now considered to be in the public domain

30 July 2024

Crimson Tide plc

("Crimson Tide", "the Company" or "Group")

Board Changes

Crimson Tide plc (TIDE), the provider of the mpro5 process management app, announces the following Board changes.

Barrie Whipp has informed the Board that he is stepping down as Chair and Board director of the Company with effect from today. Jacqueline Daniell, currently Non-Executive Deputy Chair, will become Chair. Barrie will remain with the Group as an advisor to the Board.

In addition, the Company announces the re-appointment of Peter Hurter to the Board as Group CFO, effective immediately. Shaun Mullen, current Group CFO, has stepped down from the Board today and will remain with the Group until 31 August 2024 to ensure an orderly handover.

Peter Hurter has previously served as Group CFO between 2018 and 2023 and has been COO since 1 June 2024, in a non-board capacity. Peter is a Chartered Accountant qualifying with Deloitte in South Africa in 2005. Amongst other previous roles he was a director of Moore Stephens Chartered Accountants in South Africa and Finance Director of De Keur Estate (Pty) Ltd, a large agri-processing group. Further information on Mr Hurter is set out below.

Barrie Whipp, commented: *"It is now time to pass on the torch to Jacqueline who, with a strong and committed executive board along with the guidance of our Non-Executive Directors, has my complete confidence. I look forward to seeing the company prosper under Jacqui's stewardship, both as an adviser and a significant shareholder."*

Regulatory Disclosures:

The following disclosures are made in respect of Mr Hurter pursuant to AIM Rule 17 and Schedule 2(g) of the AIM Rules for Companies.

Pieter ('Peter') Maree Hurter, aged 47, holds or has held the following directorships or partnerships in the past five years. Peter currently holds 885 shares in the Company.

Current	Previous
None	Crimson Tide plc
	Crimson Tide mpro Ltd
	Crimson Tide Services Ltd
	Crimson Tide (IE) Ltd
	Mpro5, Inc
	Tax Fusion Ltd

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Crimson Tide provides mpro5, the process management app. For further information, see mpro5.com and on Crimson Tide plc, crimsontide.co.uk

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