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7 July 2025

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

#### **Contract Renewal with Major UK Wholesaler**

Crimson Tide plc (AIM: TIDE), the provider of the process management platform mpro5, is delighted to announce that Booker, a leading UK wholesale provider, has renewed its contract with the Group.

The new contract relates to the provision of the Group's mpro5 platform for a term of three years. It is greater in scope and value than its predecessor, and provides for the generation of over £1.0 million in revenue over its term.

Booker has implemented mpro5 to move to a fully digital health & safety system across all departments from distribution centres to store butchery counters - removing paper and providing real-time analytics and decision making across all UK sites.

The success of the initial implementation led to the subsequent expansion for Booker's teams of auditors and regional salespeople, leveraging mpro5 to drive revenue generation and maximise operational efficiencies.

This renewal follows a recent smaller renewal by the operator of one of London's most prominent rail lines.

Chris Fielding, Non-Executive Chair of Crimson Tide, commented:

"We are very pleased to have completed this contract renewal, which evidences both the product market fit of mpro5 and the quality of our team. We look forward to these strengths delivering further expansion for the Group with other customers and prospects over the coming months."

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The person responsible for arranging the release of this announcement on behalf of the Company is Peter Hurter, Chief Financial Officer of the Company.

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