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This notification is a necessary requirement of the City Code on Takeovers and Mergers, compliance with which Crimson Tide plc must ensure. The City Code on Takeovers and Mergers requires Crimson Tide plc to make available to you this communication and the announcements to which it refers. No action is required on your part unless you wish to make a comment or have any questions in relation to this communication.

24 June 2024

Dear Crimson Tide Colleagues

Announcement of a possible offer by Ideagen Limited (“Ideagen”) for Crimson Tide plc (“Crimson Tide” or the “Company”)

As you are already aware, on 21 June 2024, the Company made an announcement (the “**Announcement**”) under Rule 2.4 of the City Code on Takeovers and Mergers (the “**Takeover Code**”) of a possible cash offer by Ideagen for the entire issued and to be issued share capital of Crimson Tide (the “**Possible Offer**”). The Announcement follows Checkit plc’s announcement dated 4 June 2024 of a possible all-share offer by Checkit plc for Crimson Tide, which has now been rejected by the Board of Crimson Tide, as detailed in the Announcement.

In accordance with our obligations under Rule 2.11 of the Takeover Code, we are writing to formally notify you that a copy of the Announcement has been published on the Company’s website at www.crimson-tide.co.uk/possible-offer-for-crimson-tide-plc. This notification is not a summary of the Announcement to which it relates and should not be regarded as a substitute for reading the Announcement in full.

Although the Company is now in what is known as an “offer period” for the purposes of the Takeover Code, there can be no certainty that an offer will in fact be made.

You, our colleagues, are what make Crimson Tide what it is and enable us to serve our clients in the way we do. During this period, I ask that we continue to focus on doing what we do and serving our clients well. We will share updates as and when we are able to in due course, and I and the rest of the Board are here for you.

In the event that Ideagen announces a firm intention to make an offer for the Company, under Rule 25.2 of the Takeover Code, the board of the Company must set out its opinion on such offer and its reasons for forming its opinion in a circular (the “**Circular**”) which it sends to shareholders and others. The employee representatives of the Company would have a right, under Rule 25.9 of the Takeover Code, to have a separate opinion on the effects of such offer on employment appended to the Circular if such opinion is received from the employee representatives in good time. Where any such opinion is received but not in good time before publication of the Company’s Circular to shareholders and others, the Company will promptly publish the opinion from the employee representatives on a website and announce via a Regulatory Information Service that it has been so published, provided that it is received no later than 14 days after the date on which the offer for the Company becomes or is declared unconditional. The Company



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will pay the costs of the publication of any opinion received from employee representatives of the Company and will be responsible for the costs reasonably incurred by such employee representatives in obtaining advice required for the verification of the information contained in that opinion.

During the course of the next few weeks you may receive enquiries about the Possible Offer from the press, shareholders and possibly also other third parties. It is vital and in fact a regulatory requirement that the message provided to all stakeholders remains consistent, and therefore any enquiries must be directed, without making any comment whatsoever yourself, to Jacqueline Daniell.

If you have any queries in relation to this letter, you should contact Peter Hurter on 01892 313 573 without delay. However, please note that Mr Hurter and the Company will be unable to provide you with any legal, financial, tax planning or investment advice.

Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from Crimson Tide may be provided to Ideagen during the offer period as required under Section 4 of Appendix 4 of the Takeover Code.

Yours faithfully

Jacqueline Daniell
Deputy Non-Executive Chairman Crimson Tide plc

Publication on a website

Copies of this notice and the announcements referred to above are available, subject to certain restrictions relating to persons resident in restricted jurisdictions, on the Company's website at www.crimson-tide.co.uk/possible-offer-for-crimson-tide-plc. For the avoidance of doubt, the content of the Company's website is not incorporated into, and does not form part of, this notice.

Responsibility statement

The directors of Crimson Tide plc (the "**Directors**") accept responsibility for the information contained in this notice. To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case), the information (including any expressions of opinion) contained in this notice is in accordance with the facts and does not omit anything likely to affect the import of such information.

Hard copy documents

You may request a copy of this notice and the announcements referred to above and any information incorporated into them by reference to another source in hard copy form by writing to Neville Registrars Limited ("**Neville Registrars**"), Neville House, Steelpark Road, Halesowen, B62 8HD or by calling them, between 8.30 a.m. and 5.30 p.m. (London time) Monday to Friday (except UK public holidays in England and Wales), on 0121 585 1131 from within the UK or on +44 121 585 1131 if calling from outside the UK. Please note that calls to Neville Registrars may be monitored or recorded. This document and the announcements referred to herein will not be provided in hard copy form unless such a request is made. You may also request through the contacts above that all future documents, announcements and information sent to you in relation to the Possible Offer should be sent to you in hard copy form.

Disclosure requirements of the Takeover Code

Under Rule 8.3(a) of the Takeover Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.

Under Rule 8.3(b) of the Takeover Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b)



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applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.

If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.

Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4).

Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at www.thetakeoverpanel.org.uk, including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Takeover Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.