

If you are in any doubt as to the contents of this email or what action you should take, you are recommended to seek your own personal financial advice immediately from your stockbroker, bank manager, solicitor, accountant or other independent financial adviser authorised under the Financial Services and Markets Act 2000, if you are resident in the United Kingdom, or, if not, from another appropriately authorised independent financial adviser.

If you have sold or transferred all of your ordinary shares in Crimson Tide plc, please send this document at once to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for delivery to the purchaser or the transferee. If you have sold or otherwise transferred only part of your holding of ordinary shares in Crimson Tide plc, you should retain these documents and contact the bank, stockbroker or other agent through whom the sale or transfer was effected. However, this email is not for release, publication or distribution in whole or in part, directly or indirectly, in, into or from any jurisdiction where to do so might constitute a violation of applicable laws or regulations of that jurisdiction and must not be forwarded, transmitted or sent, in whole or in part, to or into any such jurisdiction.

6 June 2024

To: Holders of securities convertible into, rights to subscribe for and options over shares in Crimson Tide plc

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

On 4 June 2024, Checkit plc made an announcement (the “**Announcement**”) under Rule 2.4 of the City Code on Takeovers and Mergers (the “**Takeover Code**”) of a possible all-share offer for Crimson Tide plc (the “**Possible Offer**”).

In accordance with Rule 2.11 of the Takeover Code, we are writing to notify you that a copy of the Announcement, as well as a copy of the Company’s response announcement of 5 June 2024, have been made available to you (subject to certain restrictions relating to persons resident in restricted jurisdictions) on the Company’s website at <https://crimsontide.co.uk/possible-offer-for-crimson-tide-plc>.

This notification is not a summary of the announcements to which it relates and should not be regarded as a substitute for reading the announcements in full.

Although the Announcement has put the Company into 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.



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You may have already received a similar message sent to all employees of Crimson Tide; however, we are required by the Takeover Code to send all holders of EMI options or other rights to subscribe for shares in the Company a separate copy of the Announcement. You do not need to take any action at this time.

If you have any questions about administrative matters in connection with your Crimson Tide plc securities and the Possible Offer, please call the Company's registrar, Neville Registrars Limited ("**Neville Registrars**"), 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 +44 121 585 1131 if calling from outside the UK. Please note that calls may be monitored or recorded and Neville Registrars cannot provide financial, legal or tax advice or advice on the merits of the Possible Offer.

Yours faithfully

Jacqueline Daniell

Deputy Non-Executive Chairman Crimson Tide plc



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Publication on a website

Copies of this email 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 <https://crimsontide.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 email.

Responsibility statement

The directors of Crimson Tide plc (the "**Directors**") accept responsibility for the information contained in this email. 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 email is in accordance with the facts and does not omit anything likely to affect the import of such information.

Provision of addresses, electronic addresses and other details

Please be aware that addresses, electronic addresses and certain other information provided by you for the receipt of communications from the Company (e.g. elections to receive communications in a particular form) may be provided to Checkit during the offer period as required under Section 4 of Appendix 4 of the Takeover Code.

Right to request hard copies

You may request a copy of this email 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 email and the announcements referred to herein will not be provided in hard copy form unless such a request is made.

Persons with information rights should contact their nominee/broker or custodian, and may not make the request through the contacts set out above.

You may also request through the contacts above or, in the case of information holders, by contacting your nominee/broker or custodian, 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



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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) 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.



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