

crimson

# Presentation team

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## Barrie Whipp (Executive Chairman)

- ☁️ Founded company in 1996, formulated ideas behind mpro5 solution
- ☁️ Previously, Group Managing Director of IAF Group Plc
- ☁️ Established financial services arm of Tiphook plc and grew to £33m
- ☁️ Non-exec director of Wey Education plc and previously Wills Group Plc

## Luke Jeffrey (Technical Director)

- ☁️ Lead Developer and visionary behind mpro5 platform. Masters in Computer science from UEA



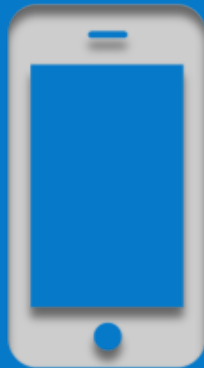
Smart Mobility as a Service



# smart mobility as a service



Powerful job  
& form  
scheduling  
based in the  
cloud



Data  
captured on  
smartphone  
or tablet



Powerful  
management  
reporting &  
alerting tool






Fully managed  
mobility as a  
service



All on an  
affordable  
monthly  
subscription












# The world is going mobile

-  mpro5 – Smart Mobility as a Service (SMaaS) – drives efficiency for customers through a variety of devices. It serves a variety of sectors even saving lives with its haemophilia application.
-  mpro5 serves growing demand for cloud-based, paperless recording and reporting on the move – it's platform-agnostic, fully hosted and regularly updated to optimise performance for 3,000 users in 15,000 locations.
-  Everything needed is supplied by monthly subscription on long-term contract. We're continually developing and extending its hardware and software capabilities to take advantage of advances in big data and IoT.



# What's driving the transition?

-  Performance – reporting drives improvement >> customer satisfaction
-  Employee relations – two-way communication an established good
-  Audit trail – proof of action brings assurance
-  Legal risk – discourage and minimise fraud, litigation , Workplace health and safety improved
-  The Cloud – enables real-time, paperless performance and accountability
-  Adaptability – e.g. phone, tablet or PDA, 'yours or our' kit
-  Industry take-up – mobile creates its own advocates, in UK and globally
-  Scalability – SMEs and multinational groups all benefit
-  Platform, not an app – ultra-responsive, and a launchpad for add-on services



# not an app - a full service solution



Full service  
From start-up  
past  
integration



Configuration  
of forms. Jobs,  
users, reports &  
alerts



1<sup>st</sup> & 2<sup>nd</sup>  
line support



Continual  
new features



Monthly  
subscription  
(\*including device  
if required)

# mpro5 website

1

Powerful mpro5 website

2

Schedule jobs for user, team, skillset

3

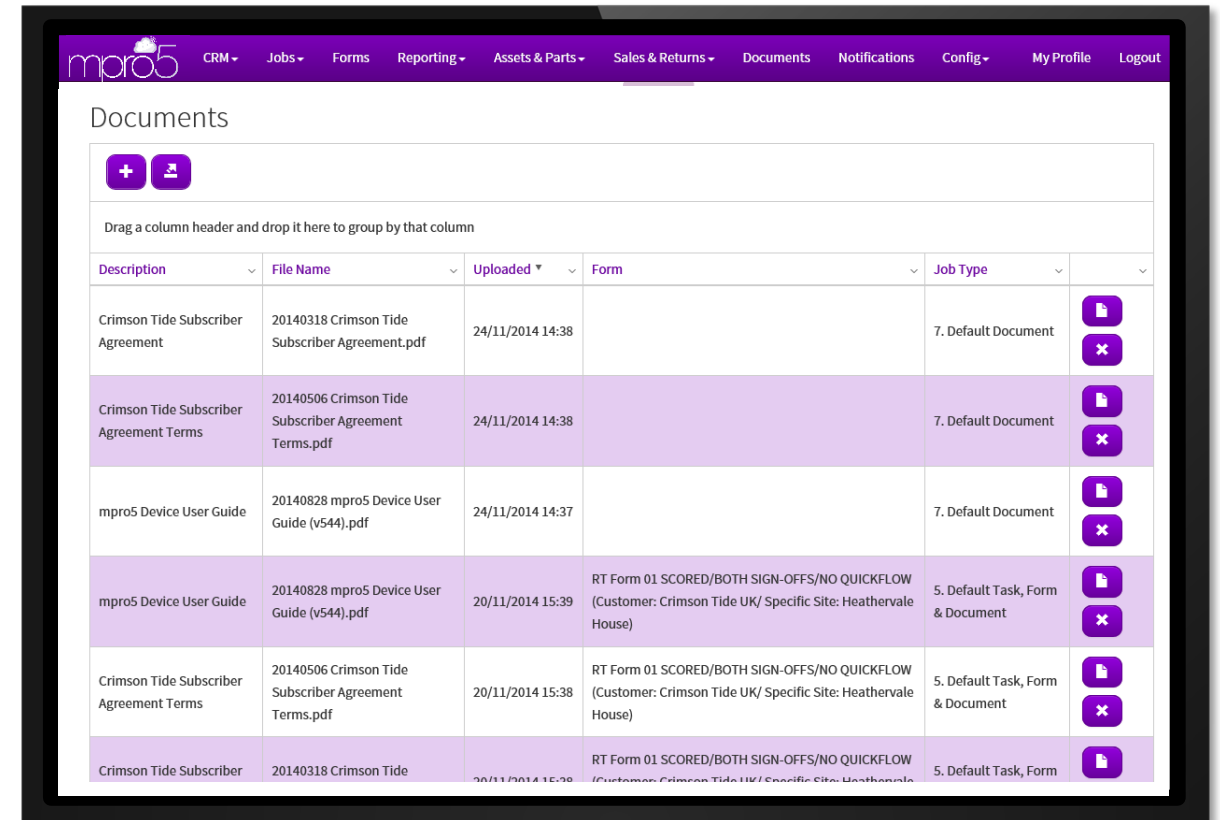
Form creation

4

Tasks, assets & docs, timesheets etc.

5

Client sites, contracts & SLA



Windows Azure™



# mpro5 mobile application

1

Cross platform.  
App Store download, complete jobs on the move

2

- GPS
- Mapping
- Forms
- Barcode 1D,2D
- Photos
- Signatures
- etc !

3

Timesheets  
& expenses

4

Assets &  
parts and  
doc store

5

Online /  
Offline  
wireless sync



# mpro5 reports & alerts

1

Regular or  
ad-hoc reports

2

Alert management  
teams & clients

3

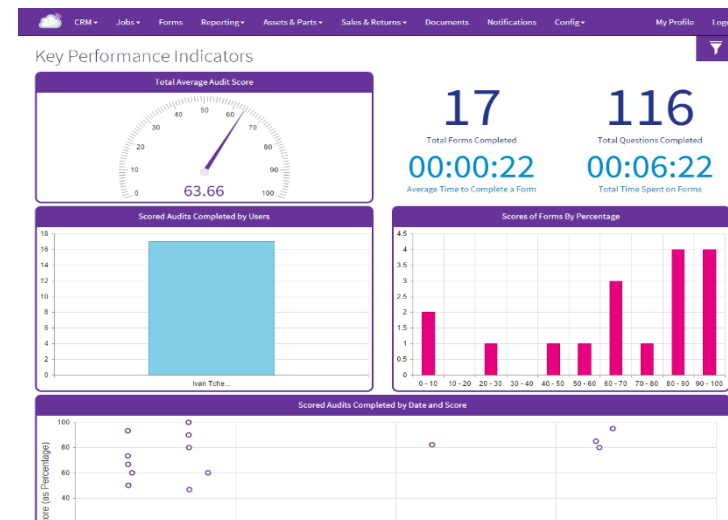
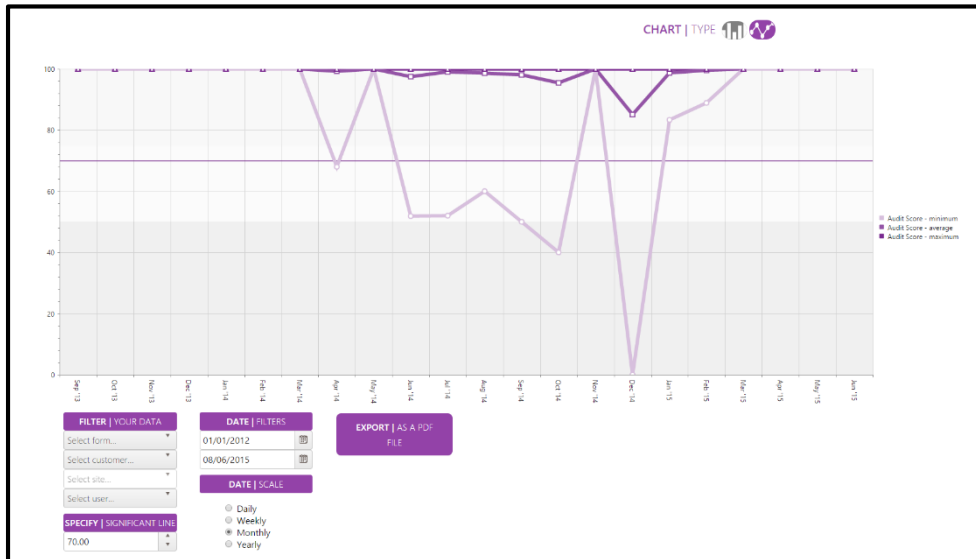
Graphs, charts

4

Automatic  
alerts by  
email

5

Management  
dashboard



# mpro5 integration



mpro5 integrates with most major back end systems – and we handle the process

- Live integration
- Push and pull
- Csv, xls
- Scheduled download / upload

# Our *time*Line

**11+** years experience in mobile  
software as a service



1996

*crimson*tide  
founded

2004

*m*pro  
launched

2006



2015

*m*pro<sup>5</sup> goes  
global with  
**Nestlé**

mporo5 

*Who?*  
for.

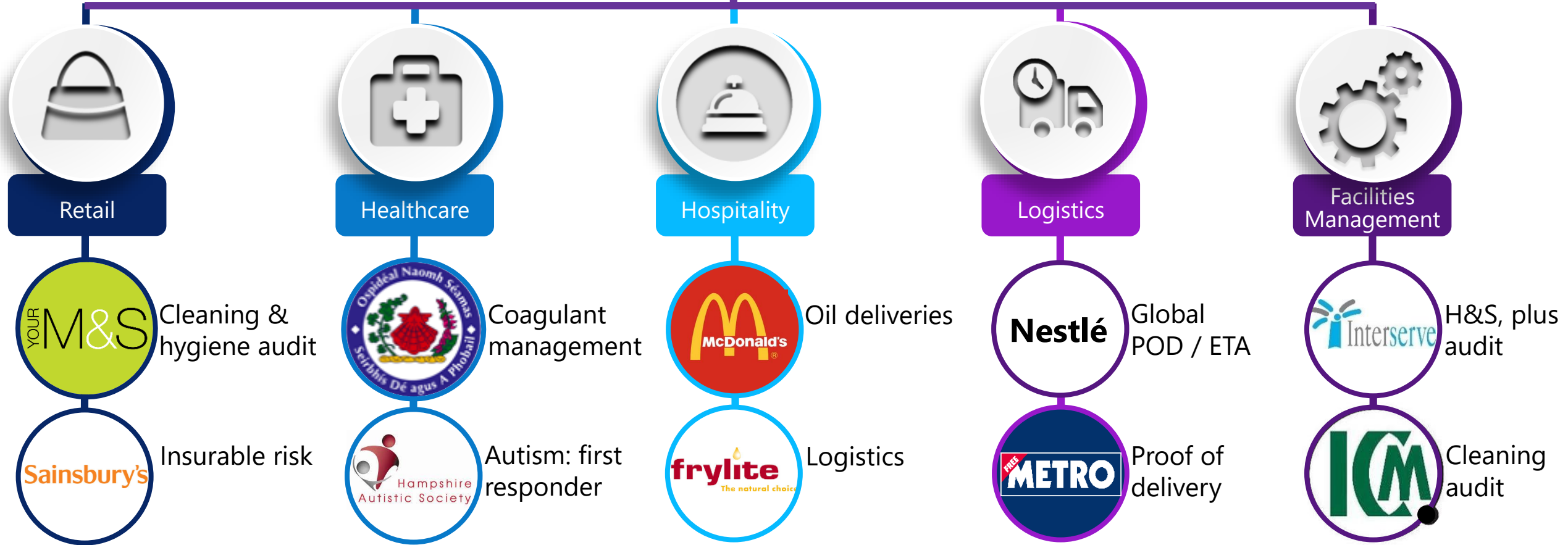
**3,000**

*Users*

**15,000**

*Sites Supported*  
& growing worldwide

# mpro5



*Cross* Platform, *Cross* Vertical, *Cross* Process

# 671 Million

newspapers delivered in  
total

# 1.2 Million

per day

# 9.5 Million

plus returned / collected





68,000  
*Brennans*  
*loaves*  
delivered per day

Collected per day on avg.  
15,000





*Significant*  
reduction in  
fraudulent  
claim costs

# Sainsbury's



# 60,000

coagulant vials scanned  
& recorded

Treatment sessions logged

# 40,000

Saving St. James's Hospital

# Millions



*What?*  
next •



# we're *everywhere*

MATALAN



YOUR M&S



Nestlé



Sainsbury's

mpro5

FREE METRO





frylite  
The natural choice

next



# Mobility is taking off – how the experts see it:

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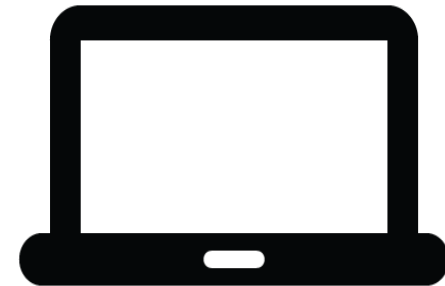
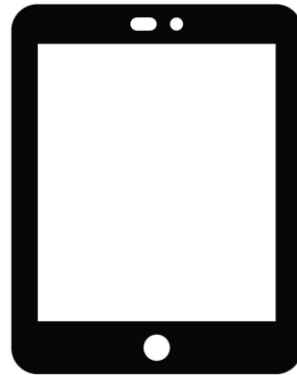
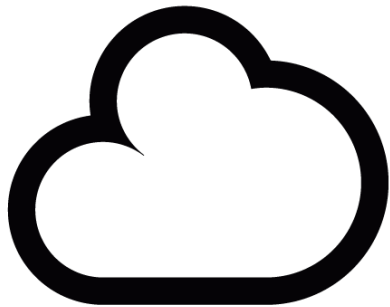
-  "The US mobile worker population will grow at a steady rate over the next five years, increasing from 96.2 million in 2015 to 105.4 million mobile workers in 2020. By the end of the forecast period, IDC expects mobile workers will account for nearly three quarters (72.3%) of the total U.S. workforce." – IDC
-  "Manual entry will fall by the wayside, giving humans more time to focus on ways to be proactive with the data rather than spending time entering it." – Wired Magazine
-  "... business mobility ... is strong and accelerating. The next ... innovation will be all about truly reorienting businesses around mobile innovation, applications, and services. Worldwide and across industries, organizations ... are realizing 150 percent ROI and reaching new revenue streams faster, but there is more to gain. Business mobility is a future-proof investment." – VMware survey of 1,182 IT professionals, Nov 2015.
-  "More than 90% of IT decision makers see enterprise mobility as the critical function for customer engagement, competitiveness and operational productivity in 2016. Additionally, nearly three in four (73%) say their companies are planning to mobilize the entire organization." – Appian study by Harris Poll.



# The growth is in the mobile cloud

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- ☁️ UK SMB cloud market set to grow by £1bn over next three years  
(cloudpro.co.uk)
- ☁️ total global smartphone shipments of 281.5 million units in a quarter (forbes)
- ☁️ Greater demand for 'working anywhere on any device'



# Growth opportunities

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- ☁️ Growing number of business partners – increased sales forces
- ☁️ Partner Agreement signed with Vodafone in UK & Ireland
- ☁️ Capable of rapid implementation
- ☁️ Cross platform capability offers huge growth opportunities
- ☁️ Greater need & demand for mobility solutions – reflected by increased interest in wider geographies
- ☁️ New global opportunities

# The Board

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**Barrie Whipp (Executive Chairman)**  
Public company experience on LSE and AIM.



**Steve Goodwin (Finance Director)**  
Led major MBO and sale of rail business to GE, FCA with background at Shell.



**Luke Jeffrey (Technical Director)**  
Leader of mpro5 development, MA in Computer Science.



**Sam Roberts (Sales Director)**  
Channel development at BlackBerry, Samsung.

**Robert Todd (NED)**  
Long time shareholder, founder Todd's Meats

**Graham Ashley (NED)**  
City stockbroker, Greig Middleton, Old Mutual



# Operational Highlights

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- ☁️ Consistently increased subscriber growth
- ☁️ mpro5 now a mobility platform available on iOS, Android, Windows smartphone and tablet operating systems
- ☁️ Exposure to larger pipeline in the UK and overseas
- ☁️ Transformational Contracts

# Shareholdings

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Significant shareholders (above 3%) of the issued ordinary share capital are:

Shareholder	Ordinary Shares	%
B R J Whipp	102,710,132	23.1
Helium Special Solutions	94,080,000	21.1
Clients of W H Ireland	29,835,347	6.7
J W F Roth	26,131,159	5.9
S K Goodwin	25,611,484	5.7
S J M Morris	21,707,817	4.9
G B Ashley	18,324,718	4.1

Holdings as notified to the Company as at November, 2015

# The End

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# Thank you

[www.crimsontide.co.uk](http://www.crimsontide.co.uk)



[www.mpro5.com](http://www.mpro5.com)



crimsontide

mpro5

# mpro5 healthcare



Coagulant  
Management



Autism:  
First Responder



Prosthetic tracking



# mpro5 logistics



Deliveries &  
Collections



Global POD / ETA



Proof of delivery





# mpro5 retail

MATALAN

Electronic Audit



MARKS &  
SPENCER

Cleaning & Hygiene  
Audit



Sainsbury's

Insurable Risk



# mpro5 facilities management



H&S, plus audit



Cleaning Audit



Advanced Sustainable  
Cleaning

