

13 September 2023

Public Policy Holding Company, Inc.

("PPHC", the "Company" or the "Group")

Board Appointment & Removal of Reg-S restrictions

Public Policy Holding Company, Inc., the leading government relations and public affairs group of companies providing a comprehensive range of advisory services, is pleased to announce that, further to its announcement of 3 July 2023, Roel Smits (Chief Financial Officer), will join the Group's Board of Directors with immediate effect.

Removal of Reg-S restrictions from shares of common stock

To facilitate compliance with United States securities laws, depositary receipts representing shares of PPHC Common Stock listed on AIM under the symbol "PPHC" have been subject to a prohibition on transfers to United States persons who are not qualified institutional buyers (the "AIM Transfer Restrictions"). The Board has approved the removal of the AIM Transfer Restrictions, subject to the Board's power to reinstate such restrictions at any time at its discretion. The Board expects this to enhance the liquidity in the trading of PPHC's common shares and allow investors who may previously have had difficulty in dealing to deal more easily.

PPHC anticipates that the removal of the AIM Transfer Restrictions will become effective in the coming weeks and further announcements will be made as appropriate.

Simon Lee, Chairman of PPHC, commented:

"I am pleased to announce the formal appointment of Roel Smits to PPHC's Board. The Group's seven-person Board provides PPHC with deep expertise and is very well placed to drive PPHC's ongoing growth in the years ahead."

"Although trading in PPHC's shares has been possible on a few trading platforms since IPO, we have received requests from potential shareholders to ensure that trading is possible on certain global trading platforms. We believe that the lifting of the Reg-S restrictions will enable this to occur and will therefore support trading liquidity."

Regulatory disclosure - The following disclosures are made in accordance with Schedule 2(g) of the AIM Rules for Companies:

Roeland Jozef Bernard Smits, aged 53, holds 155,000 ordinary shares, 100,000 options and 93,896 restricted shares in the Company. Roel Smits' current and previous directorships are as follows:

Current Directorships	Previous Directorships (last 5 years)
	Kantar LLC Competitive Media Reporting, LLC Kantar Consulting LLC Kantar Health LLC NFO Asia-Pacific, Inc. PERQ/HCI, LLC Kantar Canada, Inc. Lightspeed LLC Lightspeed Research B.V.

Save for the disclosures above, there are no further disclosures to be made in accordance with Rule 17 and Schedule 2(g) of the AIM Rules.

Enquiries

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About PPHC

Incorporated in 2014, PPHC is a US-based government relations and public affairs group providing clients with a fully integrated and comprehensive range of services including government and public relations, research, and digital advocacy campaigns. Engaged by over 1000 clients, including companies, trade associations and non-governmental organisations, the Group is active in all major sectors of the U.S. economy, including healthcare and pharmaceuticals, financial services, energy, technology, telecoms and transportation. PPHC's services support clients to enhance and defend their reputations, advance policy goals, manage regulatory risk, and engage with US federal and state-level policy makers, stakeholders, media, and the public.

PPHC operates a holding company structure and currently has seven operating entities comprising Crossroads Strategies, Forbes Tate Partners, Seven Letter, O'Neill & Associates, Alpine Group Partners, KP Public Affairs and MultiState Associates. Operating in the strategic communications market, the Group has a strong track record of organic and acquisitive growth, the latter focused on enhancing its capabilities and to establish new verticals, either within new geographies or new related offerings.

For more information, see www.pphcompany.com.

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