

Public Policy Holding Company, Inc.

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

Issue of shares and total voting rights

Public Policy Holding Company, Inc., the government relations and public affairs group providing clients with a fully integrated and comprehensive range of services, announces the issuance of 107,457 new Common Shares of \$0.001 each (the "Common Shares") in relation to the deferred share payment in respect of the acquisition of an existing joint venture by its subsidiary Seven Letter, further to its announcement of 4 April 2022 and the successful delivery of its profitability targets and subsequent contribution to the Group's growth.

Application will be made for the new Common Shares, which will rank *pari passu* with the existing Common Shares in issue, to be admitted to trading on AIM. Dealings are expected to commence on or around 25 March 2024.

Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 115,442,055 Common Shares. This figure may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, securities of the Company.

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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 1200 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 eight operating entities comprising Crossroads Strategies, Forbes Tate Partners, Seven Letter, O'Neill & Associates, Alpine Group Partners, KP Public Affairs, MultiState Associates and Concordant Advisory. 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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