

Public Policy Holding Company, Inc.

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

Director Transfer of Shareholding

Public Policy Holding Company, Inc., the government relations and public affairs group providing clients with a fully integrated and comprehensive range of services, has been notified that on 16 April 2024 Mr. Simon Lee, Non-Executive Chairman of the Company has transferred his entire holding of 204,824 shares of Common Stock \$0.001 par value in the Company for nil consideration to his wife.

Following this transaction Simon Lee holds no shares in the Company, however including the shares held by his wife his beneficial interest remains unchanged at 249,824, representing approximately 0.2 per cent. of the Company's issued share capital.

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 c.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 nine operating entities. 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.

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	1) Simon Lee 2) Fiona Lee
2	Reason for the notification	
b)	Position/Status:	1) Non-Executive Chairman 2) Person closely associated with Simon Lee (wife)
c)	Initial notification/Amendment:	Initial notification
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
d)	Name:	Public Policy Holding Company, Inc.
e)	LEI:	2138008Z7B1IXVVJAZ79
4	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted	
f)	Description of the financial instrument, type of	Common shares of \$0.001 par value
	Identification Code	ISIN: US7444301094

	Identification Code					
g)	Nature of the transaction:	Transfer of Ordinary Shares to spouse				
h)		<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>Nil</td><td>204,824</td></tr></table>	Price(s)	Volume(s)	Nil	204,824
Price(s)	Volume(s)					
Nil	204,824					
i)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume• Price <div><input type="checkbox"/></div>	<div>N/A single transaction</div> <div>N/A single transaction</div>				
j)	Date of the transaction:	16 April 2024				
k)	Place of the transaction:	Outside trading venue				

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