

Public Policy Holding Company, Inc.

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

Vesting of Restricted Share Units, Director/PDMR Dealing

Public Policy Holding Company, Inc., the government relations and public affairs group providing clients with a fully integrated and comprehensive range of services, announces that 491,678 Restricted Stock Units ("RSUs") granted to a broad range of its current employee base, including certain Directors and senior employees ("PDMRs") of the Company, have vested in accordance with the terms of the RSUs.

As set out in the announcement dated 24 May 2023, the Company issued a total of 1,500,000 RSUs under its Omnibus Incentive Plan ("Omnibus Plan") that was adopted in connection with the Group's admission to AIM in December 2021. Of this tranche, 840,000 were granted to PDMRs (including Executive Directors and other senior management). Of the 491,678 vested RSUs, 280,005 are held by PDMRs (including Executive Directors and other senior management).

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 24 June 2024.

Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 119,771,310 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.

Enquiries

Public Policy Holding Company, Inc.
Stewart Hall, CEO
Roel Smits, CFO
Thomas Gensemer, Chief Strategy Officer

+1 (202) 688 0020

Stifel (Nominated Adviser & Joint Broker)
Fred Walsh, Ben Good

+44 (0) 20 7710 7600

Zeus Capital (Joint Broker)
Alice Lane, David Foreman

+44 (0) 20 3829 5000

Buchanan Communications (Media Enquiries)
Chris Lane, Toto Berger

+44 (0) 20 7466 5000
pphc@buchanan.uk.com

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 approximately 1200 clients, including companies, trade associations and non-governmental organisations, the Group is active in all major sectors of the US. 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 ten operating entities in the US and UK. 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.

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Zachary Williams					
2	Reason for the notification						
b)	Position/Status:	Executive Director					
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					
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme					
h)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th><th>Volume(s)</th></tr> </thead> <tbody> <tr> <td>1.3750 pence</td><td>13,334</td></tr> </tbody> </table>	Price(s)	Volume(s)	1.3750 pence	13,334	
Price(s)	Volume(s)						
1.3750 pence	13,334						
i)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price 	N/A single transaction N/A single transaction					
j)	Date of the transaction:	18 June 2024					
k)	Place of the transaction:	Off market transaction					

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Johnson Green					
2	Reason for the notification						
b)	Position/Status:	PDMM					
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					
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g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme					
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1.3750 pence	33,334						
i)	Aggregated information: <ul style="list-style-type: none"> • Aggregated volume • Price 	N/A single transaction N/A single transaction					
j)	Date of the transaction:	18 June 2024					
k)	Place of the transaction:	Off market transaction					

11	Details of the person discharging managerial responsibilities/person closely associated		
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	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Dan Tate, Jr.	
2	Reason for the notification		
b)	Position/Status:	PDMR	
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	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		1.3750 pence	25,000
i)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume• Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Mathew Lapinski	
2	Reason for the notification		
b)	Position/Status:	PDMR	
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	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		1.3750 pence	33,334
i)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume• Price	N/A single transaction	
		N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Rhoderick Shaw	

2	Reason for the notification		
b)	Position/Status:	PDMR	
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	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		1.3750 pence	33,334
i)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume• Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Lawrence Spivey	
2	Reason for the notification		
b)	Position/Status:	PDMR	
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	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		1.3750 pence	33,334
i)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume• Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Thomas O'Neill
2	Reason for the notification	
b)	Position/Status:	PDMR

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 Identification Code	Common shares of \$0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		1.3750 pence	33,334
i)	Aggregated information: • Aggregated volume • Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Erik Smith	
2	Reason for the notification		
b)	Position/Status:	PDMR	
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	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		1.3750 pence	33,334
i)	Aggregated information: <ul style="list-style-type: none">• Aggregated volume• Price	N/A single transaction	
		N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Jeff Forbes
2	Reason for the notification	
b)	Position/Status:	PDMR
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 Identification Code	Common shares of \$0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s) 1.3750 pence	Volume(s) 41,667
i)	Aggregated information: • Aggregated volume • Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2024	
k)	Place of the transaction:	Off market transaction	

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