



REACH

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Public Policy Holding Company, Inc.

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

PPHC: Ranked #1 in Q2 US Federal Lobbying Revenues

Public Policy Holding Company, Inc., a leading government relations and public affairs group providing a comprehensive range of advisory services, has retained the number one spot in the Lobbying Disclosure Act ("LDA") revenue rankings for U.S. federal lobbying. The Group reported \$18.1 million of disclosed LDA revenue for the second quarter of 2024 ("Q2 2024").

The strong performance of the Company's three operating firms that specialise in government relations with the U.S. federal government - Forbes Tate Partners, Crossroads Strategies, and Alpine Group - has enabled PPHC to lead the LDA revenue rankings for four years, totaling 16 consecutive quarters. Additionally, a fourth firm in the Group's portfolio, O'Neill and Associates, which primarily focuses on state-level lobbying services, also contributed to the total LDA revenue.

Approximately half of PPHC's revenues are derived from federal lobbying services. Year-to-date, PPHC has reported \$35.7 million in disclosed revenue, with \$17.6 million in Q1 and \$18.1 million in Q2. This represents a 4.3% increase in LDA revenue for the first half of 2024 compared to the first half of 2023 and a 4.9% increase when comparing Q2 2024 to Q2 2023. The strong quarter was augmented by highlights including new client wins while continuing to grow existing business relationships with clients such as United States Steel Corporation and The Sustainable Aviation Fuel Coalition.

The three aforementioned PPHC agencies maintained their positions inside the top 20, with Forbes Tate Partners at #9, Crossroads Strategies at #12, and Alpine Group at #17. These LDA rankings include more than 2,500 registered firms operating in the US federal market.

LDA revenue does not represent the operating companies' total contribution to overall Q2 Group revenue. The performance does, however, show the inherent quality of PPHC's operating companies, which continually deliver top performances and consistently win industry awards, and employees, who gain significant recognition for their achievements.

The LDA applies to any entity or individual that lobbies at the federal level above certain thresholds and imposes registration and reporting obligations to ensure transparency. Disclosures under the act are publicly available, and the rankings are released quarterly.

Stewart Hall, CEO of PPHC, commented:

"Marking a 16 quarter run at the top, our leadership in the federal lobbying and government relations sector is a testament to the numerous clients who entrust PPHC firms to represent their critical interests, and the quality of work our teams deliver each and every day. Even as our growth strategy has taken us far beyond our Washington, DC roots - with recent acquisitions completed in both London and Sacramento, CA - these federal rankings underscore the unique stability of our work and the critical importance of engagement with federal policymakers for our clients. More and more, clients recognise PPHC's unparalleled expertise and reach, making our firms and policy experts indispensable to their strategic initiatives."

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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 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.

For more information, see www.pphcompany.com

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