

26 September 2024

Public Policy Holding Company, Inc.

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

PPHC Announces Leadership Transition at Alpine Group

Alpine Group appoints Keenan Austin Reed as CEO, succeeding Les Spivey, who will assume the role of President

Public Policy Holding Company, Inc., the leading government relations and public affairs group providing a comprehensive range of advisory services, is pleased to announce that one of its operating companies, Alpine Group ("Alpine"), has named Keenan Austin Reed as its new Chief Executive Officer, effective January 1, 2025. Keenan will succeed Les Spivey, who will transition to a new role as President, where he will focus on business development and strengthening client relationships.

Keenan, who joined Alpine in 2021 as Executive Vice President and was appointed to the PPHC Board in December 2023, brings extensive experience in government affairs, policy advocacy, and leadership. Keenan was named Lobbyist of the Year (2023) by the Washington Government Relations Group and is Founder and Chair of Black Women Leading, a non-profit group that supports the empowerment of black women in public service, notably the Black Women's Congressional Alliance.

The leadership transition at Alpine reflects PPHC's strategic focus on empowering its subsidiaries with the resources and leadership needed to navigate the ever-evolving policy landscape and deliver impactful results for their clients. Keenan's appointment also underscores PPHC's commitment to fostering innovative leadership, ensuring that each subsidiary delivers exceptional service and strategic insights to its clients.

Alpine, which PPHC acquired in 2020, is consistently ranked as one of the top lobbying firms in Washington DC, where it is based. It provides strategic advice to help clients successfully navigate the halls of Congress, the White House and federal agencies. In Q2 2024, Alpine ranked #17 in the federal lobbying revenue rankings out of more than 2,500 registered entities.

Stewart Hall, CEO of PPHC, commented:

"Keenan's appointment as CEO of Alpine marks a pivotal moment for both Alpine and PPHC. She has deep expertise, unerring strategic vision and an unwavering commitment to client service. I am confident that under her leadership, Alpine will continue to excel and deliver impactful results for its clients."

Keenan Austin Reed, Executive Vice President and incoming CEO of Alpine, said:

"I am deeply honored to take on this new role and build upon the strong foundation that Les has established here at Alpine. I look forward to leading Alpine into its next chapter, advancing our mission to provide unparalleled service and advocacy for our clients. We will meet these goals while also continuing to foster an inclusive environment that reflects the full diversity of the communities we serve."

This announcement contains inside information under the UK Market Abuse Regulation. The person responsible for arranging the release of this announcement on behalf of the Company is Stewart Hall, CEO.

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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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