

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 leading government relations and public affairs group providing a comprehensive range of advisory services, announces that 216,672 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 6 October 2023, the Company issued RSUs under its Omnibus Incentive Plan ("Omnibus Plan") that was adopted in connection with the Group's admission to AIM in December 2021. 675,000 RSUs were granted to PDMRs (including Executive Directors and other senior management). Of the 216,672 vested RSUs, 191,671 are held by PDMRs (including Executive Directors and other senior management).

Application will be made for 216,672 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 6 November 2024.

Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 120,087,982 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

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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 1,200 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.

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Thomas Gensemer					
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 announced on 6 October 2023					
h)	Price(s) and volume(s):	<table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>131 pence</td><td>33,334</td></tr></table>	Price(s)	Volume(s)	131 pence	33,334	
Price(s)	Volume(s)						
131 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:	29 October 2024					
k)	Place of the transaction:	Off market transaction					

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	G. Stewart Hall	
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 announced on 6 October 2023	
h)	Price(s) and volume(s):	Price(s)	Volume(s)

		131 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:	29 October 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Jill Kendrick	
2	Reason for the notification		
b)	Position/Status:	Chief Operating Officer	
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 announced on 6 October 2023	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		131 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:	29 October 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Roel Smits	
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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme announced on 6 October 2023	
h)	Price(s) and volume(s):	Price(s) 131 pence	Volume(s) 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:	29 October 2024
k)	Place of the transaction:	Off market transaction

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Neal Strum	
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 announced on 6 October 2023	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		131 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:	29 October 2024	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Ron Starzman	
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:	2138008Z7B1XVVJAZ79	
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 announced on 6 October 2023	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		131 pence	16,667

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:	29 October 2024
k)	Place of the transaction:	Off market transaction

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Paula Thrasher	
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 announced on 6 October 2023	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		131 pence	8,334
i)	Aggregated information:		
	<ul style="list-style-type: none">Aggregated volumePrice	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 October 2024	
k)	Place of the transaction:	Off market transaction	

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