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Public Policy Holding Company, Inc.

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

Appointment of Chief Client Officer

Public Policy Holding Company, Inc., the leading government relations and public affairs group providing a comprehensive range of advisory services, is pleased to announce the appointment of John Green as Chief Client Officer. This pivotal role underscores PPHC's commitment to maximising cross-firm collaboration and delivering unparalleled outcomes for its clients.

Having completed four significant acquisitions since its IPO, and now with ten operating companies and over 1,200 clients based globally, John's appointment will accelerate the Group's cross-referral program, fostering deeper integration and synergy and enhancing organic revenue growth. With a focus on business development and execution, John will work to unlock new opportunities by leveraging the unique capabilities of each firm, ensuring clients benefit from the full breadth of PPHC's expertise.

John brings over two decades of experience as a trusted advocate in the federal policy space. In addition to his new role, he will continue to serve as Chairman of Crossroads Strategies, one of PPHC's premier federal affairs firms. Before joining Crossroads, John co-founded Federalist Group, LLC, which was later acquired by Ogilvy Public Relations and became one of the top five government relations firms in Washington, D.C. His track record reflects a deep understanding of the industry and a proven ability to drive growth and client success.

This announcement reflects PPHC's forward-looking strategy to integrate expertise across its firms, creating value for clients and shareholders alike. The Company's focus on collaboration and innovation continues to position it as the go-to partner for organisations navigating complex policy and reputational challenges.

Stewart Hall, CEO of PPHC, commented:

"John has an outstanding reputation and will deploy his abilities to connect the dots between our firms and create bespoke teams tailored to client needs. His deep understanding of our business portfolio and connectivity with the CEOs of our operating companies makes him the ideal person to lead this initiative. With ten companies under the Group's umbrella and a strong M&A pipeline, this appointment signals our commitment to further harnessing our collective strengths and driving organic growth across the Group."

John Green, CCO of PPHC, commented:

"I'm honored to take on this role and work closely with our talented teams across the Group. By fostering collaboration and innovation, we have an incredible opportunity to not only enhance client outcomes but also further solidify PPHC's position as the leader in public affairs and government relations."

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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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