RNS REACH   **24 January 2025**

Public Policy Holding Company, Inc.

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

2024 Lobbying Disclosure Act revenue rankings

PPHC tops rankings for fifth consecutive year and 18 consecutive quarters

Public Policy Holding Company, Inc., the leading government relations and public affairs group, ended 2024 as the top federal lobbying business in the US as defined by disclosed revenue, a position it has maintained for five consecutive years.

The latest rankings - which are issued quarterly - have been published following disclosures by regulated federal lobbying firms in compliance with the Lobbying Disclosure Act ("LDA"). They show that PPHC companies reported combined disclosed revenues of 71m in 2024, delivering year-on-year growth of 2.7%, including 17.7m in the fourth quarter.

That Q4 performance, which was marginally up on 2023 year-on-year, is a good reflection of PPHC's bi-partisan positioning and support of clients throughout the dynamic post-US election landscape. It was also LDA leading, meaning that PPHC has now maintained its #1 spot at the top of the rankings for 18 consecutive quarters.

The Group's total LDA revenue was delivered by its operating firms including Forbes Tate Partners, Crossroads Strategies, Alpine Group and O'Neill and Associates. LDA revenue does not represent each operating company's total contribution to overall 2024 or Q4 Group revenue, with approximately half of PPHC's revenues derived from services other than federal lobbying.

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.

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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 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.

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