



**Public Policy Holding Company, Inc.**  
**("PPHC", the "Company" or the "Group")**

#### **Completion of Acquisition, Issue of Shares and TVR**

Public Policy Holding Company, Inc. (AIM: PPHC), the leading government relations, public affairs and strategic communications group, is pleased to announce the successful completion of its acquisition of TrailRunner International ("TrailRunner"), a globally recognised Texas-based strategic communications advisory firm (the "Acquisition").

As detailed in the Company's announcement of 27 January 2025, the Acquisition marks a significant milestone in PPHC's expansion into the large and high-value strategic communications market, with TrailRunner being a foundational part of the Group's offering in this space. TrailRunner brings an extensive client base spanning multiple industries, with offices across the U.S., UAE, Shanghai, and London. The Acquisition extends the Group's reach into key global markets and adds a complementary set of services to PPHC's existing government relations and public affairs capabilities, fueling growth within the strategic communications market.

As previously announced, the Acquisition aligns with PPHC's strategy to enhance its portfolio of high-end advisory services across public affairs, government relations and strategic communications. TrailRunner's expertise in reputation and crisis management, financial communications, corporate advisory and its sports division - TrailRunner Sports - significantly strengthens the Group's ability to serve all clients navigating today's complex and interconnected global environment. The combination also enhances cross-selling opportunities across the Group's client network, deepening relationships and reinforcing PPHC's position as a trusted partner across both the public and private sectors.

#### **Stewart Hall, CEO of PPHC, commented:**

"This is an important step forward for PPHC. TrailRunner deepens our service offering in ways that are already opening new doors for our clients and teams. As we begin Q2 of 2025, we're energised by the strong collaboration already underway across the Group."

#### **Jim Wilkinson, Chairman of TrailRunner, commented:**

"The TrailRunner team is excited to officially join the PPHC family. In the early days since announcement we have already seen strong momentum in the cross-selling of our services across the PPHC family of companies, and the scale and scope of PPHC now allows us to deliver a more broad and diverse service offering to our growing base of global clients."

#### **Issue of New Common Shares and Total Voting Rights**

As part of the initial consideration payable, 2,966,138 New Common Shares are to be issued to Mr. Jim Wilkinson and certain key employees on closing. Application will be made for the 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 2 April 2025. Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 122,737,341 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**

**Public Policy Holding Company, Inc.**  
Stewart Hall, CEO  
Roel Smits, CFO

+1 (202) 688 0020

**Stifel (Nominated Adviser & Joint Broker)**  
Fred Walsh, Brough Ransom, Ben Good, Sarah Wong

+44 (0) 20 7710 7600

**Zeus Capital (Joint Broker)**  
Nick Searle, David Foreman

+44 (0) 20 3829 5000

**Canaccord Genuity (Joint Broker)**  
Simon Bridges, Andrew Potts

+44 (0) 20 7523 8000

**Burson Buchanan (Media Enquiries)**  
Chris Lane, Toto Berger, Jesse McNab

+44 (0) 20 7466 5000  
[pphc@buchanan.uk.com](mailto:pphc@buchanan.uk.com)

#### About PPHC

Incorporated in 2014, PPHC is a global government relations, public affairs and strategic communications 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 1,300 clients, including companies, trade associations and non-governmental organisations, the Group is active in all major sectors of the 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 federal and state-level policy makers, stakeholders, media, and the public.

PPHC operates a holding company structure and currently has eleven operating entities operating globally. 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](http://www.pphcompany.com).

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

ACQWPUGUWUPAGBG