

19 June 2025

**Public Policy Holding Company, Inc.**

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

**Issue of Shares, TVR and Director/PDMR Dealing**

Public Policy Holding Company, Inc., the leading government relations, public affairs and strategic communications group, announces that it has issued 1,797,831 new Common Shares of 0.001 each (the "Common Shares"). 328,232 new Common Shares are in relation to the second earn-out payment in respect of the acquisition of KP Public Affairs, further to its announcement of 3 October 2022. Additionally, the company has issued 491,663 new Common Shares of 0.001 each (the "Common Shares") in relation to Restricted Stock Units ("RSUs") previously 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 (one-third vesting annually). Finally, the Company has granted and issued 977,936 restricted stock shares ("RSs"), which will rank pari passu with its existing Common Shares, under PPHC's 2021 Omnibus Incentive Plan ("Omnibus Plan") that was adopted in connection with the Group's admission to AIM in December 2021.

As set out in the announcement dated 24 May 2023, the Company granted a total of 1,500,000 RSUs under its Omnibus Incentive Plan ("Omnibus Plan") that was adopted in connection with the Group's admission to AIM in December 2021. Of this tranche, 840,000 were granted to PDMRs (including Executive Directors and other senior management). Of the 491,663 vested RSUs, 46,666 are held by PDMRs (including Executive Directors and other senior management).

In total 977,936 RSs have been granted and are effective on 18 June 2025 under the Omnibus Plan. Of this tranche, 258,251 RSs have been granted to PDMRs. The RSs will vest on 1 June 2026 and will be subject to certain acceleration and clawback events tied to continuation of employment and compliance with various employment-related agreements.

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 24 June 2025.

Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 124,532,022 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.

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Zachary Williams
<b>2</b>	<b>Reason for the notification</b>	
b)	Position/Status:	Executive Director
c)	Initial notification/Amendment:	Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
d)	Name:	Public Policy Holding Company, Inc.
e)	LEI:	2138008Z7B1IXVVJAZ79
<b>4</b>	<b>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</b>	
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

h)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		140.5 pence	13,333
i)	Aggregated information:		
		<ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• Price</li> </ul> <input type="checkbox"/>	
j)	Date of the transaction:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Johnson Green	
<b>2 Reason for the notification</b>			
b)	Position/Status:	PDMR	
c)	Initial notification/Amendment:	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
d)	Name:	Public Policy Holding Company, Inc.	
e)	LEI:	2138008Z7B1IXVVJAZ79	
<b>4</b>	<b>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</b>		
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	
h)	Price(s) and volume(s):	<b>Price(s)</b>	<b>Volume(s)</b>
		140.5 pence	33,333
i)	Aggregated information:		
		<ul style="list-style-type: none"> <li>• Aggregated volume</li> <li>• <input type="checkbox"/> Price</li> </ul> <input type="checkbox"/>	
j)	Date of the transaction:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Stewart Hall	
<b>2 Reason for the notification</b>			
b)	Position/Status:	Chief Executive Officer	
c)	Initial notification/Amendment:	Initial notification	
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
d)	Name:	Public Policy Holding Company, Inc.	
e)	LEI:	2138008Z7B1IXVVJAZ79	

4	<b>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</b>		
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 Options under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	100,000
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price	N/A single transaction N/A single transaction	
□			
j)	Date of the transaction:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

1	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Roel Smits	
<b>2 Reason for the notification</b>			
b)	Position/Status:	Chief Financial Officer	
c)	Initial notification/Amendment:	Initial notification	
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
d)	Name:	Public Policy Holding Company, Inc.	
e)	LEI:	2138008Z7B1IXVVJAZ79	
4	<b>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</b>		
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 Options under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	23,243
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price	N/A single transaction N/A single transaction	
□			
j)	Date of the transaction:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

1	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:	Jill Kendrick	
<b>2 Reason for the notification</b>			
b)	Position/Status:	Chief Operating Officer	
c)	Initial notification/Amendment:	Initial notification	
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>			
d)	Name:	Public Policy Holding Company, Inc.	
e)	LEI:	2138008Z7B1IXVVJAZ79	
4	<b>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</b>		
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 Options under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	44,108
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price	N/A single transaction N/A single transaction	
□			

	<ul style="list-style-type: none"> <li><input type="checkbox"/> Aggregated volume</li> <li><input type="checkbox"/> Price</li> </ul>	N/A single transaction
i)	Date of the transaction:	18 June 2025
k)	Place of the transaction:	Off market transaction

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Neal Strum				
<b>2 Reason for the notification</b>						
b)	Position/Status:	Chief Legal Officer				
c)	Initial notification/Amendment:	Initial notification				
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVAZ79				
<b>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</b>						
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 Options under Omnibus Plan scheme				
h)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>140.5 pence</td> <td>19,459</td> </tr> </tbody> </table>	Price(s)	Volume(s)	140.5 pence	19,459
Price(s)	Volume(s)					
140.5 pence	19,459					
i)	Aggregated information:  <ul style="list-style-type: none"><li><input type="checkbox"/> Aggregated volume</li><li><input type="checkbox"/> Price</li></ul>	N/A single transaction N/A single transaction				
j)	Date of the transaction:	18 June 2025				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Thomas Gensemer				
<b>2 Reason for the notification</b>						
b)	Position/Status:	Chief Strategy Officer				
c)	Initial notification/Amendment:	Initial notification				
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVAZ79				
<b>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</b>						
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 Options under Omnibus Plan scheme				
h)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>140.5 pence</td> <td>16,864</td> </tr> </tbody> </table>	Price(s)	Volume(s)	140.5 pence	16,864
Price(s)	Volume(s)					
140.5 pence	16,864					
i)	Aggregated information:  <ul style="list-style-type: none"><li><input type="checkbox"/> Aggregated volume</li><li><input type="checkbox"/> Price</li></ul>	N/A single transaction N/A single transaction				
j)	Date of the transaction:	18 June 2025				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>	
a)	Name:	Ron Starzman
<b>2 Reason for the notification</b>		
b)	Position/Status:	PDMDR

c)	Initial notification/Amendment:	Initial notification				
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVJAZ79				
<b>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</b>						
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 Options under Omnibus Plan scheme				
h)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>140.5 pence</td> <td>14,162</td> </tr> </tbody> </table>	Price(s)	Volume(s)	140.5 pence	14,162
Price(s)	Volume(s)					
140.5 pence	14,162					
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price  <input type="checkbox"/>	N/A single transaction N/A single transaction				
j)	Date of the transaction:	18 June 2025				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Paula Thrasher				
<b>2 Reason for the notification</b>						
b)	Position/Status:	PDMR				
c)	Initial notification/Amendment:	Initial notification				
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVJAZ79				
<b>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</b>						
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 Options under Omnibus Plan scheme				
h)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>140.5 pence</td> <td>2,702</td> </tr> </tbody> </table>	Price(s)	Volume(s)	140.5 pence	2,702
Price(s)	Volume(s)					
140.5 pence	2,702					
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price  <input type="checkbox"/>	N/A single transaction N/A single transaction				
j)	Date of the transaction:	18 June 2025				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Keenan Austin				
<b>2 Reason for the notification</b>						
b)	Position/Status:	Executive Director				
c)	Initial notification/Amendment:	Initial notification				
<b>3 Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVJAZ79				
<b>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</b>						
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 Options under Omnibus Plan scheme				
h)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>140.5 pence</td> <td>2,702</td> </tr> </tbody> </table>	Price(s)	Volume(s)	140.5 pence	2,702
Price(s)	Volume(s)					
140.5 pence	2,702					

		140.5 pence	13,389
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price  <input type="checkbox"/>	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>		
a)	Name:		Zachary Williams
<b>2</b>	<b>Reason for the notification</b>		
b)	Position/Status:		Executive Director
c)	Initial notification/Amendment:		Initial notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>		
d)	Name:		Public Policy Holding Company, Inc.
e)	LEI:		2138008Z7B1XVVJAZ79
<b>4</b>	<b>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</b>		
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	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	24,324
i)	Aggregated information:  • <input type="checkbox"/> Aggregated volume • <input type="checkbox"/> Price  <input type="checkbox"/>	N/A single transaction N/A single transaction	
j)	Date of the transaction:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

#### Enquiries

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#### **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).

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