

19 June 2025

Public Policy Holding Company, Inc.

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

LTIP Awards and Director/PDMR Dealing

Public Policy Holding Company, Inc., the leading government relations, public affairs and strategic communications group, announces that it has granted the following to a broad range of its current employee base, including certain Directors and senior employees ("PDMRs") of the Company, under PPHC's 2021 Omnibus Incentive Plan ("Omnibus Plan") that was adopted in connection with the Group's admission to AIM in December 2021:

- Options over shares of Common Stock, par value 0.001 per share (the "Common Shares") in the Company (the "Options"); and
- Restricted stock units in respect of the Common Shares in the Company ("RSUs")

Options

In total 312,940 Options have been granted and are effective on 18 June 2025 under the Omnibus Plan. Of this tranche, no Options have been granted to PDMRs. The Options will vest in full in three years from 13 June 2025 and will be subject to certain acceleration and clawback events tied to continuation of employment and compliance with various employment-related agreements. The Options will have an exercise price of 167.4 pence per Common Share, being 120% of the closing price on the grant date, 13 June 2025.

RSUs

In total 2,492,660 RSUs have been granted and effective on 18 June 2025 under the Omnibus Plan. Of this tranche, 571,400 RSUs have been granted to PDMRs (including Executive Directors and other senior management). The RSUs will vest across a three year period from the 1 June 2025, split equally each year, and will be subject to certain acceleration and clawback events tied to continuation of employment and compliance with various employment-related agreements.

The resultant holdings of RSUs by Directors and PDMRs are set out below:

Director / PDMR	No. of RSUs previously held	No. of RSUs granted	Resultant interest in RSUs
Zachary Williams (Executive Director)	53,333	50,000	103,333
Johnson Green (PDMR)	83,333	61,620	144,953
Keenan Austin (Executive Director)	93,000	71,100	164,000
G. Stewart Hall (Executive Director)	166,666	61,620	228,286
Roeland Smits (Executive Director)	146,666	61,620	208,286
Jill Kendrick (PDMR)	146,666	61,620	208,286
Neal Strum (PDMR)	146,666	61,620	208,286

Thomas Gensemer (PDMR)	146,666	61,620	208,286
Ronald Starzman (PDMR)	113,333	61,620	174,953
Paula Thrasher (PDMR)	41,666	18,960	60,626

	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Zachary Williams	
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 Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	50,000
		Total	50,000
i)	Aggregated information: • Aggregated volume • 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	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Johnson Green	
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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)

		140.5 pence	61,620
		Total	61,620
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:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Keenan Austin	
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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	71,100
		Total	71,100
i)	Aggregated information: • Aggregated volume • 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	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 and Chief Executive 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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094
g)	Nature of the transaction:	Award of Restricted Stock Units under Omnibus Plan scheme

		Omnibus Plan Scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	61,620
		Total	61,620
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:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Roeland Smits	
2	Reason for the notification		
b)	Position/Status:	Executive Director and Chief Financial 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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	61,620
		Total	61,620
i)	Aggregated information: • Aggregated volume • 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	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 Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	61,620
		Total	61,620
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:	18 June 2025	
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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094	
g)	Nature of the transaction:	Award of Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	61,620
		Total	61,620
i)	Aggregated information: • Aggregated volume • 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	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 Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	61,620
		Total	61,620
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:	18 June 2025	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Ronald 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:	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 Restricted Stock Units under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		140.5 pence	61,620
		Total	61,620
i)	Aggregated information: • Aggregated volume • 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	Details of the person discharging managerial responsibilities/person closely associated	
a)	Name:	Paula Thrasher
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 Identification Code	Common shares of 0.001 par value ISIN: US7444301094
g)	Nature of the transaction:	Award of Restricted Stock Units under Omnibus Plan scheme
h)	Price(s) and volume(s):	Price(s)
		140.5 pence
		Total
i)	Aggregated information: • Aggregated volume • 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

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.

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