

23 July 2025

Public Policy Holding Company, Inc.

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

Vesting of RSUs, Issue of Shares, PDMR Dealing and TVR

Public Policy Holding Company, Inc., the leading government relations, public affairs and strategic communications group, announces that it has issued 927,355 new Common Shares of 0.001 each (the "Common Shares"). These new Common Shares are 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, which have vested in accordance with the terms of the RSUs (one-third vesting annually).

As set out in the announcement dated 27 June 2024, the Company granted a total of 2,930,000 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, 1,074,000 were granted to PDMRs (including Executive Directors and other senior management). Of the 927,355 vested RSUs, 236,004 are held by PDMRs (including Executive Directors and other senior management).

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 29 July 2025.

Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 125,459,377 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.

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	Common shares of 0.001 par value	
	Identification Code	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)
		172.0 pence	16,667
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:	22 July 2025	

k)	Place of the transaction:	Off market transaction
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1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Stewart Hall	
2	Reason for the notification		
b)	Position/Status:	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	Common shares of 0.001 par value	
	Identification Code	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)
		172.0 pence	33,334
i)	Aggregated information: <ul style="list-style-type: none">Aggregated volumePrice	N/A single transaction N/A single transaction	
j)	Date of the transaction:	22 July 2025	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated						
a)	Name:	Roel Smits					
2	Reason for the notification						
b)	Position/Status:	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	Common shares of 0.001 par value					
	Identification Code	ISIN: US7444301094					
g)	Nature of the transaction:	Award of Common Shares under Omnibus Plan scheme					
h)	Price(s) and volume(s):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>172.0 pence</td><td>26,667</td></tr></table>	Price(s)	Volume(s)	172.0 pence	26,667	
Price(s)	Volume(s)						
172.0 pence	26,667						
i)	Aggregated information: <ul style="list-style-type: none">Aggregated volumePrice	N/A single transaction N/A single transaction					
j)	Date of the transaction:	22 July 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 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):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>172.0 pence</td><td>26,667</td></tr></table>	Price(s)	Volume(s)	172.0 pence	26,667	
Price(s)	Volume(s)						
172.0 pence	26,667						
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:	22 July 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:	Chief Legal 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 Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		172.0 pence	26,667
i)	Aggregated information: <ul style="list-style-type: none">Aggregated volumePrice	N/A single transaction N/A single transaction	
j)	Date of the transaction:	22 July 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:	Chief Strategy 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 Common Shares under Omnibus Plan scheme	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		172.0 pence	26,667
i)	Aggregated information: <ul style="list-style-type: none">Aggregated volumePrice	N/A single transaction N/A single transaction	
j)	Date of the transaction:	22 July 2025	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Ron 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	Common shares of 0.001 par value	
	Identification Code	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)
		172.0 pence	26,667
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:	22 July 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	Common shares of 0.001 par value	
	Identification Code	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)
		172.0 pence	8,334
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:	22 July 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:	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	Common shares of 0.001 par value

	Identification Code	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)
		172.0 pence	31,000
i)	Aggregated information:	N/A single transaction	
	<ul style="list-style-type: none"> Aggregated volume Price 	N/A single transaction	
j)	Date of the transaction:	22 July 2025	
k)	Place of the transaction:	Off market transaction	

1	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	Common shares of 0.001 par value	
	Identification Code	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)
		172.0 pence	13,334
i)	Aggregated information: <ul style="list-style-type: none">Aggregated volumePrice	N/A single transaction	
		N/A single transaction	
j)	Date of the transaction:	22 July 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 establishing new verticals, either within new geographies or new related offerings.

For more information, see www.pphcompany.com.

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