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Public Policy Holding Company, Inc.
01 August 2025

1 August 2025

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 Pine Cove Capital LLC a premier Austin, Texas-based strategic consulting firm led by the Honorable George P. Bush (the "Acquisition"). The firm will operate under a new name, Pine Cove Strategies ("Pine Cove"), post-completion, and establish and build a Texas state government relations practice in addition to its existing strategic consulting offering.

As detailed in the Company's announcement of 14 July 2025, the Acquisition represents a significant step in PPHC's expansion in the State of Texas, one of the most economically and politically influential markets in the U.S. Pine Cove enhances the Group's capabilities in state-level government relations and strategic advisory work, and brings with it a high-quality client base and a strong foundation for further growth in the region.

Issue of New Common Shares and Total Voting Rights

As part of the initial consideration payable, 214,146 New Common Shares are to be issued to Pine Cove Capital LLC. 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 5 August 2025. Following this issue of shares, the Company's total issued and voting share capital upon admission will consist of 125,673,523 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

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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 over 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 twelve operating entities and a global presence. 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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