



Public Policy Holding Company, Inc.

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

Talent Acquisition, Share Cancellation and TVR

PPHC, a leading global strategic communications provider offering a comprehensive range of advisory services in the areas of government relations, corporate communications and public affairs, announces the acquisition of senior talent, effective 1 January 2026.

Talent Acquisition with Established Book of Business

With effect from 1 January 2026, a senior professional with an established client portfolio joined one of PPHC's subsidiary companies. This addition is anticipated to enhance and broaden the acquiring subsidiary's offerings.

The total consideration payable in connection with this talent acquisition is up to a maximum of 1 million, subject to achieving certain performance targets in 2026 and 2027.

The total consideration comprises an initial consideration, of which 40% is payable in PPHC common shares. The Company has therefore issued 6,579 new common shares of 0.001 each (the "Common Shares") at a price of £11.2661 per share to satisfy this initial share consideration. The Common Shares are subject to customary vesting provisions designed to align long-term performance, retention, and shareholder interests.

Share Cancellation

Separately, application has been made for 540 Common Shares to be cancelled following the departure of an employee at the end of the 2025 financial year. The cancellation is expected to take place on or around 6 January 2026.

Admission and Total Voting Rights

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 6 January 2026.

Following both the cancellation and issue of shares, the Company's total issued and voting share capital upon admission will consist of 25,184,155 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

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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.

For more information, see www.phcompany.com.

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