



Public Policy Holding Company, Inc.
("PPHC", the "Group" or the "Company")

PDMR Dealings

PPHC, a leading global strategic communications provider offering a comprehensive range of advisory services in the areas of Government Relations, Public Affairs and Corporate Communications, announces that in connection with the Company's IPO on the Nasdaq Global Market on 28 January 2026, certain Directors and senior employees (PDMRs) sold 152,018 of the 750,000 shares of common stock offered by existing shareholders. The total offering was comprised of 4,150,000 shares of common stock.

Enquiries

Public Policy Holding Company, Inc. Stewart Hall, CEO Roel Smits, CFO	+1 (202) 688 0020
Stifel (Nominated Adviser & Joint Broker) Fred Walsh, Brough Ransom, Ben Good, Daniel Dearden Williams	+44 (0) 20 7710 7600
Canaccord Genuity (Joint Broker) Simon Bridges, Andrew Potts	+44 (0) 20 7523 8000
Burson Buchanan (Media Enquiries) Chris Lane, Toto Berger, Jesse McNab	+44 (0) 20 7466 5000 pphc@buchanan.uk.com

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 and 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: US7444302084					
g)	Nature of the transaction:	Sale of Shares in US IPO					
h)	Price(s) and volume(s):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>12.25 USD</td><td>27,322</td></tr></table>	Price(s)	Volume(s)	12.25 USD	27,322	
Price(s)	Volume(s)						
12.25 USD	27,322						
i)	Aggregated information: · Aggregated volume · Price	N/A single transaction N/A single transaction					
j)	Date of the transaction:	29 January 2026					

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:	Roel Smits	
2	Reason for the notification		
b)	Position/Status:	Chief Financial Officer and 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:	2138008Z7B1IX/VJAZ79	
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: US7444302084	
g)	Nature of the transaction:	Sale of Shares in US IPO	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.25 USD	8,657
i)	Aggregated information: · Aggregated volume · Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 January 2026	
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:	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:	2138008Z7B1IX/VJAZ79	
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: US7444302084	
g)	Nature of the transaction:	Sale of Shares in US IPO	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.25 USD	2,258
i)	Aggregated information: · Aggregated volume · Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 January 2026	
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: US7444302084					
g)	Nature of the transaction:	Sale of Shares in US IPO					
h)	Price(s) and volume(s):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>12.25 USD</td><td>5,855</td></tr></table>	Price(s)	Volume(s)	12.25 USD	5,855	
Price(s)	Volume(s)						
12.25 USD	5,855						
i)	Aggregated information: · Aggregated volume · Price	N/A single transaction N/A single transaction					
j)	Date of the transaction:	29 January 2026					
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:	2138008Z7B1IX/V/JAZ79					
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: US7444302084					
g)	Nature of the transaction:	Sale of Shares in US IPO					
h)	Price(s) and volume(s):	<table><tr><th>Price(s)</th><th>Volume(s)</th></tr><tr><td>12.25 USD</td><td>2,484</td></tr></table>	Price(s)	Volume(s)	12.25 USD	2,484	
Price(s)	Volume(s)						
12.25 USD	2,484						
i)	Aggregated information: <div><div></div><div>Aggregated volume</div><div>Price</div></div>	N/A single transaction N/A single transaction					
j)	Date of the transaction:	29 January 2026					
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 Identification Code	Common shares of 0.001 par value ISIN: US7444302084	
g)	Nature of the transaction:	Sale of Shares in US IPO	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.25 USD	1,881
i)	Aggregated information: · Aggregated volume · Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 January 2026	
k)	Place of the transaction:	Off market transaction	

1	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	John 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:	2138008Z7B1X/VVJAZ79	
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: US7444302084	
g)	Nature of the transaction:	Sale of Shares in US IPO	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.25 USD	61,016
i)	Aggregated information: <div><div>· Aggregated volume</div><div>· Price</div></div>	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 January 2026	
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:	2138008Z7B1IX/V/JAZ79	
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: US7444302084	
g)	Nature of the transaction:	Sale of Shares in US IPO	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.25 USD	39,032
i)	Aggregated information: · Aggregated volume · Price	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 January 2026	
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:	2138008Z7B1IX/V/JAZ79	
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: US7444302084	
g)	Nature of the transaction:	Sale of Shares in US IPO	
h)	Price(s) and volume(s):	Price(s)	Volume(s)
		12.25 USD	3,513
i)	Aggregated information: <div><div></div><div>Aggregated volume</div><div>Price</div></div>	N/A single transaction N/A single transaction	
j)	Date of the transaction:	29 January 2026	
k)	Place of the transaction:	Off market transaction	

About PPHC

Incorporated in 2014, PPHC is a global strategic communications platform that support clients in enhancing and defending their reputations, advancing policy objectives, managing regulatory risk, and engaging with federal and state-level policymakers, stakeholders, media, and the public.

Engaged by approximately 1,400 clients, including companies, trade associations and non-governmental organizations, PPHC is active in all major sectors of the economy, including healthcare and pharmaceuticals, financial services, energy, technology, telecoms and transportation.

With operations across 18 offices in the United States and internationally, PPHC's services include government relations, public affairs and corporate communications, research and analytics, digital advocacy campaigning, and compliance support.

For more information, visit www.pphcompany.com.

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