



**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**

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

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Stewart Hall				
<b>2</b>	<b>Reason for the notification</b>					
b)	Position/Status:	Chief Executive Officer and Director				
c)	Initial notification/Amendment:	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVJAZ79				
<b>4</b>	<b>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</b>					
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 border="1"><thead><tr><th><b>Price(s)</b></th><th><b>Volume(s)</b></th></tr></thead><tbody><tr><td>12.25 USD</td><td>27,322</td></tr></tbody></table>	<b>Price(s)</b>	<b>Volume(s)</b>	12.25 USD	27,322
<b>Price(s)</b>	<b>Volume(s)</b>					
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
----	---------------------------	------------------------

1	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Roel Smits				
2	<b>Reason for the notification</b>					
b)	Position/Status:	Chief Financial Officer and Director				
c)	Initial notification/Amendment:	Initial notification				
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1XVVJAZ79				
4	<b>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</b>					
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>8,657</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	8,657
Price(s)	Volume(s)					
12.25 USD	8,657					
i)	Aggregated information:					
	· Aggregated volume	N/A single transaction				
	· Price	N/A single transaction				
j)	Date of the transaction:	29 January 2026				
k)	Place of the transaction:	Off market transaction				

1	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Jill Kendrick				
2	<b>Reason for the notification</b>					
b)	Position/Status:	PDMR				
c)	Initial notification/Amendment:	Initial notification				
3	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1XVVJAZ79				
4	<b>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</b>					
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>2,258</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	2,258
Price(s)	Volume(s)					
12.25 USD	2,258					
i)	Aggregated information:					
	· Aggregated volume	N/A single transaction				
	· Price	N/A single transaction				
j)	Date of the transaction:	29 January 2026				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Neal Strum				
<b>2</b>	<b>Reason for the notification</b>					
b)	Position/Status:	PDMR				
c)	Initial notification/Amendment:	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVJAZ79				
<b>4</b>	<b>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</b>					
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>5,855</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	5,855
Price(s)	Volume(s)					
12.25 USD	5,855					
i)	Aggregated information: <ul style="list-style-type: none"> <li>· Aggregated volume</li> <li>· Price</li> </ul>	N/A single transaction  N/A single transaction				
j)	Date of the transaction:	29 January 2026				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Thomas Gensemer				
<b>2</b>	<b>Reason for the notification</b>					
b)	Position/Status:	PDMR				
c)	Initial notification/Amendment:	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1IXVVJAZ79				
<b>4</b>	<b>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</b>					
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>2,484</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	2,484
Price(s)	Volume(s)					
12.25 USD	2,484					
i)	Aggregated information: <ul style="list-style-type: none"> <li>· Aggregated volume</li> <li>· Price</li> </ul>	N/A single transaction  N/A single transaction				
j)	Date of the transaction:	29 January 2026				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name:	Ron Starzman					
<b>2</b>	<b>Reason for the notification</b>						
b)	Position/Status:	PDMR					
c)	Initial notification/Amendment:	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.					
e)	LEI:	2138008Z7B1XVVJAZ79					
<b>4</b>	<b>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</b>						
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>1,881</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	1,881	
Price(s)	Volume(s)						
12.25 USD	1,881						
i)	Aggregated information:						
	· Aggregated volume	N/A single transaction					
	· Price	N/A single transaction					
j)	Date of the transaction:	29 January 2026					
k)	Place of the transaction:	Off market transaction					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>						
a)	Name:	John Green					
<b>2</b>	<b>Reason for the notification</b>						
b)	Position/Status:	PDMR					
c)	Initial notification/Amendment:	Initial notification					
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
d)	Name:	Public Policy Holding Company, Inc.					
e)	LEI:	2138008Z7B1XVVJAZ79					
<b>4</b>	<b>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</b>						
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>61,016</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	61,016	
Price(s)	Volume(s)						
12.25 USD	61,016						
i)	Aggregated information:						
	· Aggregated volume	N/A single transaction					
	· Price	N/A single transaction					
j)	Date of the transaction:	29 January 2026					
k)	Place of the transaction:	Off market transaction					

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Zachary Williams				
<b>2</b>	<b>Reason for the notification</b>					
b)	Position/Status:	Executive Director				
c)	Initial notification/Amendment:	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1XVVJAZ79				
<b>4</b>	<b>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</b>					
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>39,032</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	39,032
Price(s)	Volume(s)					
12.25 USD	39,032					
i)	Aggregated information: <ul style="list-style-type: none"> <li>· Aggregated volume</li> <li>· Price</li> </ul>	N/A single transaction N/A single transaction				
j)	Date of the transaction:	29 January 2026				
k)	Place of the transaction:	Off market transaction				

<b>1</b>	<b>Details of the person discharging managerial responsibilities/person closely associated</b>					
a)	Name:	Keenan Austin				
<b>2</b>	<b>Reason for the notification</b>					
b)	Position/Status:	Executive Director				
c)	Initial notification/Amendment:	Initial notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
d)	Name:	Public Policy Holding Company, Inc.				
e)	LEI:	2138008Z7B1XVVJAZ79				
<b>4</b>	<b>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</b>					
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 border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>12.25 USD</td> <td>3,513</td> </tr> </tbody> </table>	Price(s)	Volume(s)	12.25 USD	3,513
Price(s)	Volume(s)					
12.25 USD	3,513					
i)	Aggregated information: <ul style="list-style-type: none"> <li>· Aggregated volume</li> <li>· Price</li> </ul>	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](http://www.pphcompany.com).

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [ms@seg.com](mailto:ms@seg.com) or visit [www.ms.com](http://www.ms.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHAKKBQPBKDADN