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16 December 2021

Public Policy Holding Company, Inc.

(the "Company" and, together with its subsidiaries, "PPHC" or the "Group")

Admission to trading on AIM and first day of dealings

PPHC, a leading bi-partisan, full-service US government affairs business, announces the admission of its shares to trading on the AIM market of the London Stock Exchange. Admission will take place and dealings will commence at 8.00 am GMT today under the ticker PPHC and ISIN US7444301094.

The Company's Admission Document is available to view on its website at <https://pphcompany.com/investors>.

Stewart Hall, CEO of PPHC, said:

"The level of support we have received from high quality institutional investors is a great endorsement of the strength of our business. Admission to AIM and the funds raised will support plans to further scale our proven business platform and we look forward to delivering on that strategy."

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About PPHC

PPHC is a leading bi-partisan, full-service US government affairs business. It operates a portfolio of independent firms offering public affairs, crisis management, lobbying and advocacy services on behalf of corporate, trade association and non-profit client organisations. Clients engage the Group to enhance and defend their reputations, advance policy goals, manage regulatory risk, or otherwise engage with US federal and state-level policy makers, stakeholders, media, and directly to the public at large.

Since its inception in 2014, the Group acquired and integrated eight businesses, now operating as five separate, independent companies, focused at the federal government level in the US and with expanding reach into key US states and metropolitan areas. The five operating entities which form the operating subsidiaries of the Group are Crossroads Strategies LLC, Forbes Tate Partners LLC, Seven Letter, O'Neill & Associates and Alpine Group Partners LLC..

For more information, see www.pphcompany.com

Important notice

The information contained in this announcement is for background purposes only and does not purport to be full or complete. Any purchase of the Company's shares on Admission should be made solely on the basis of the information contained in the Admission Document. No reliance may or should be placed by any person for any purpose on the information contained in this announcement or its accuracy, fairness or completeness. The information in this announcement is subject to change.

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