



## PPHC Acquires Leading London Firm Pagefield to Anchor UK & European Network

June 7, 2024

*Industry-leading government relations and public affairs group adds first international presence with acquisition of UK consultancy*

**Washington, DC and London, UK** – PPHC, the government relations and public affairs holding company, has acquired [Pagefield Communications Limited \(“Pagefield”\)](#), a UK-based strategic communications firm headquartered in London, for an initial consideration of £16.2m, establishing a foothold outside the US for the first time.

PPHC has been targeting acquisitions within the key political capitals of London and Brussels, as well as into further key US state capitals, to broaden its geographical presence. The Group’s healthy M&A pipeline is reflected by the pace of dealmaking, as the Pagefield deal follows the acquisition of Lucas Public Affairs (“LPA”) based in Sacramento, CA on 1 May 2024. Today’s announcement is PPHC’s fourth significant acquisition since IPO in December 2021 on the London Stock Exchange’s AIM, and Pagefield becomes the 10th complementary brand to sit under the Group’s growing umbrella.

The addition of Pagefield marks a significant step towards PPHC’s stated goal of being the world’s premier provider of government relations and integrated communications services for corporate interests and NGOs, and further solidifies its position as an industry leader. Founded in 2010, Pagefield has earned widespread recognition for its excellence and impact in helping clients navigate the UK’s complex legislative and regulatory environment and is known for high-level reputation, issues management and strategic communications campaigns. Comprising an entirely cross-party team of 36 full-time employees, the firm has deep familiarity with the UK’s political, business and media landscapes.

As with each of PPHC’s specialist firms, Pagefield will operate independently as a wholly owned subsidiary, maintaining its distinct brand identity and management team. The acquisition sets the stage for significant synergies between the Group’s network of more than 1,200 clients and 350+ policy and communications experts. Going forward, Pagefield will serve as a critical anchor for PPHC’s further expansion into Europe, the Middle East and Africa (EMEA).

“The consequential nature of UK – and US – public policy at this very moment demonstrates why having leading strategists working in collaboration is so important to clients across the globe. This is a major milestone for PPHC and it is only possible because the shared strategic goals between Pagefield and PPHC were clear from the very start,” said **Stewart Hall, PPHC CEO**. “The addition of Pagefield’s experienced team will help us ensure our clients’ needs are met in an increasingly complex public policy and regulatory environment. The myriad of risks and opportunities faced by corporate and NGO leaders are no longer determined by borders or time zones. PPHC is uniquely positioned to advance our clients’ interests at a particularly determinative time in our political and cultural history.”

“We seek partners, not just acquisitions. And after an extensive, multi-year search for a consultancy which is capable to serve our clients and help fuel our growth internationally, to find Pagefield at an inflection point themselves was true serendipity,” added **Thomas Gensemer, PPHC Chief Strategy Officer**, who also leads the Group’s international expansion. “Our goal is to be the premier provider of government relations and integrated communications around the world and we remain on the lookout for high quality consultancy partners in the UK, internationally and in additional states across the US. Our pipeline of acquisition opportunities under development remains extremely healthy as we solidify our positions.”

### **Oliver Foster, CEO of Pagefield, commented:**

“We are delighted to be joining the PPHC family whilst maintaining the Pagefield brand, ethos and values. This next phase in our growth will open up a huge well of professional – and international – expertise to our clients. We already advise and represent a number of international clients in the UK, and PPHC works with a number of UK clients in the US. Therefore, the long-term client benefits were crystal clear from the moment we began our discussions and the opportunities for professional collaboration to add further value to current, new and shared clients is incredibly exciting.”

### **Mark Gallagher, Co-Founder of Pagefield, added:**

“I am thrilled that we have found a terrific new home for Pagefield and our exceptional team – a prerequisite for the future of a company we founded some fourteen years ago. Today we are laying the foundation stone of what I have no doubt will be a transatlantic PR powerhouse. As founders of the business, Sara Price and I are also delighted to maintain our involvement in Pagefield and to have a stake in the future success of PPHC as a whole.”

In addition to the 1 May acquisition of LPA, the Pagefield deal follows the 1 March 2023 acquisition of MultiState Associates, the

Washington, DC firm which specialises in state-based government relations across the US and Canadian provinces and territories and the November 2023 launch of Concordant, a new corporate communications advisory, based in Chicago.

PPHC's other brands include Alpine Group Partners, Crossroads Strategies, Forbes Tate Partners, KP Public Affairs, O'Neill & Associates and Seven Letter.

PPHC is listed on the Alternative Investment Market ("AIM") of the London Stock Exchange (Ticker: PPHC)