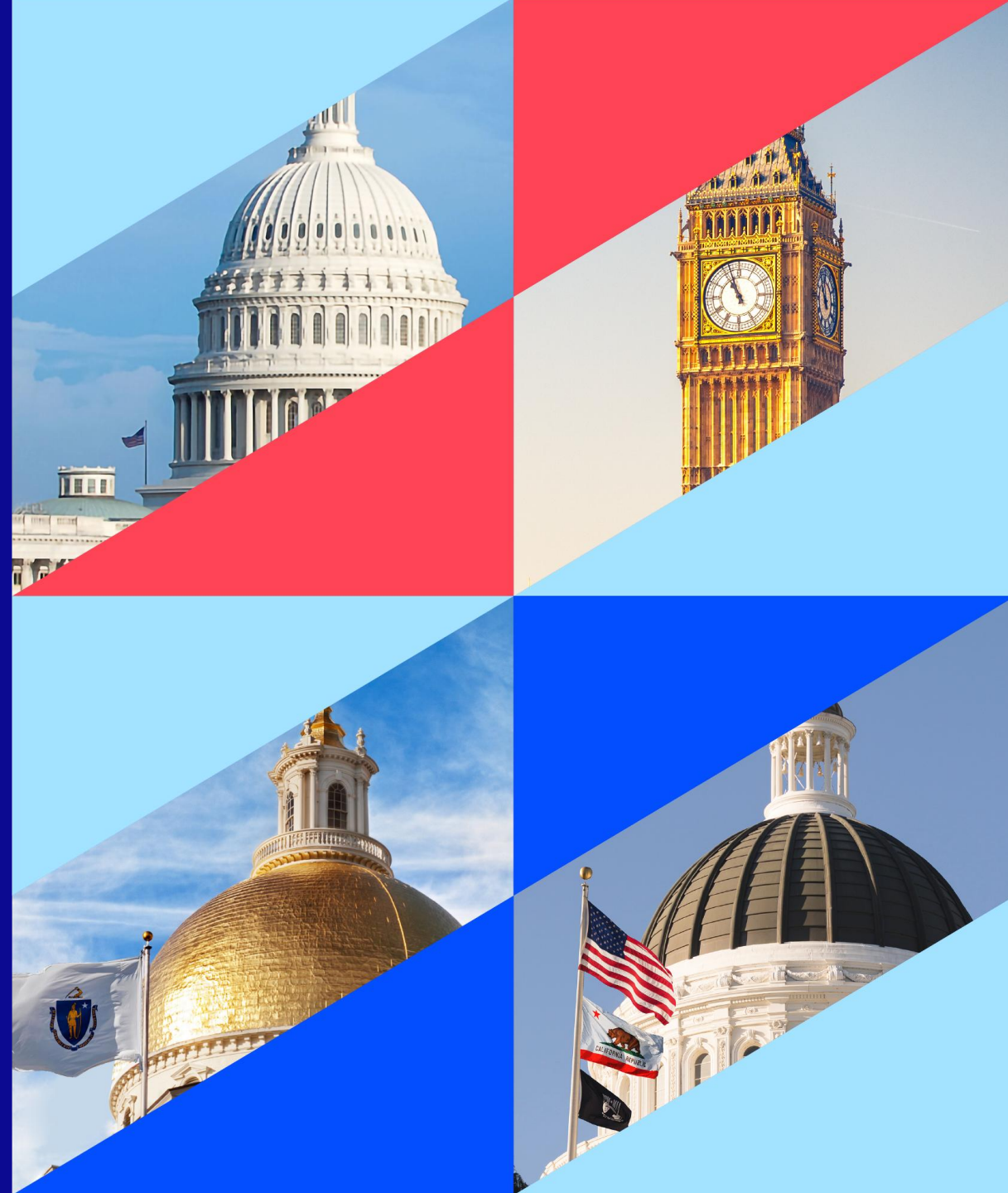


PPHC Results FY 2024

March 2025

PPHC 



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Stewart Hall

Chief Executive Officer



Roel Smits

Chief Financial Officer



Thomas Gensemer

Chief Strategy Officer

FY 2024 Highlights

PPHC Summary

Financial Results

Growth Strategy

Conclusion

Appendix



PPHC Summary



Our mission

To be the preeminent strategic communications and government relations provider by uniting a diverse group of leading specialists around the world for the collective success of our clients, employees, and shareholders.



FY 2024 Financial Highlights

- ✓ **Revenue increased 11% to \$149.6m** (FY2023: \$135.0m), with organic growth contributing 2.7% and the balance driven by earnings accretive acquisitions completed in the Period and in 2023
- ✓ Underlying EBITDA of \$36.1m, **up 3.0%**, was achieved at a 24.2% margin, in line with market expectations
- ✓ **Underlying Profit after Tax of \$27.7m is up 5%** (FY2023: \$26.5m) with an increase in finance costs offset by a more favourable effective tax rate
- ✓ The Group's balance sheet remains robust with strong **free cash flow of \$22.2m up 4%** (FY2024: \$21.4m), enabling strategic progress via organic investment and earnings enhancing M&A
- ✓ The Board retains strong confidence in the Group's outlook and has declared a **final dividend of \$0.0470** per Common Outstanding Share
- ✓ Highly profitable and cash generative nature support ambition to deliver revenues of **\$500m in the medium-term** through organic and acquisitive growth

PPHC Quick Overview

- ▲ PPHC operates a complementary portfolio of strategic advisory firms with bi-partisan expertise and growing geographic reach
- ▲ HQ in Washington DC, with US offices¹ in CA, NYC, Boston, Nashville and Dallas/Fort Worth. International presence in London, Abu Dhabi, Dubai and Shanghai
- ▲ Currently servicing c.1200 clients, including over a quarter of the Fortune 500, in mostly retainer-based, long-term work
- ▲ Strong earnings quality with 80-85% of repeat revenue annually
- ▲ c.400 specialists in government relations, public affairs and strategic communications advisory services
- ▲ Currently over 85 employee owners of PPHC stock; broad use of stock-based incentives makes us unique in the business services sector

Key capabilities



Federal Lobbying



Public Affairs Advisory



Research & Analytics



Digital Campaigns



Grassroots & Influencer engagement

Key sectors



Healthcare & Pharma



Financial Services



Energy & Utilities



Defense



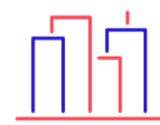
Technology



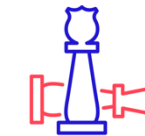
Media & Telecom



Transportation



Real Estate



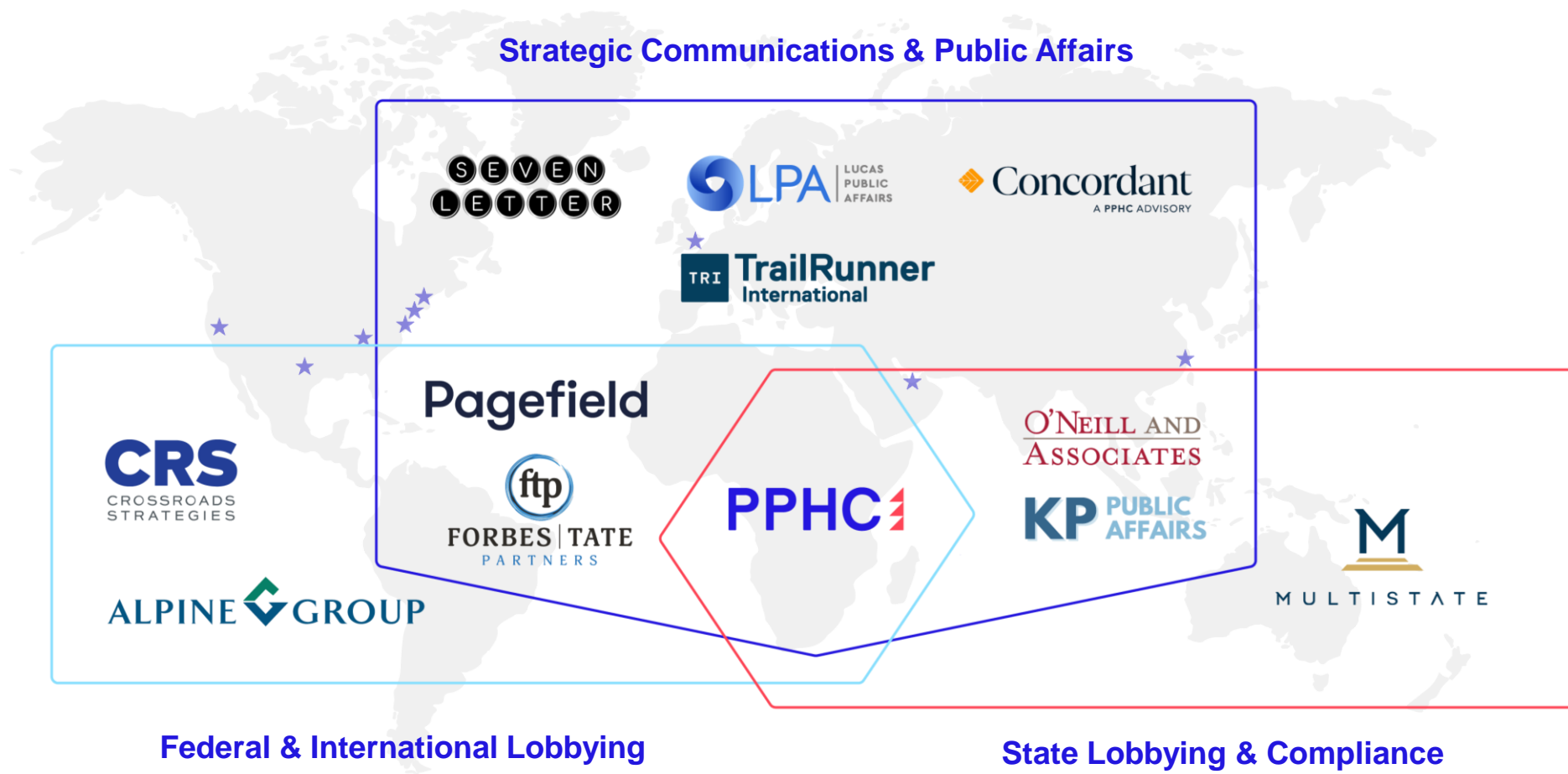
Competition & Antitrust



Business & Legal Services

(1) Completion of TrailRunner International acquisition expected by management by 1 April 2025: NYC, Nashville, Dall/Fort Worth, Abu Dhabi, Dubai, and Shanghai offices added

Our operating companies have highly-complementary specialisations and reach



Strategic Communications & Public Affairs

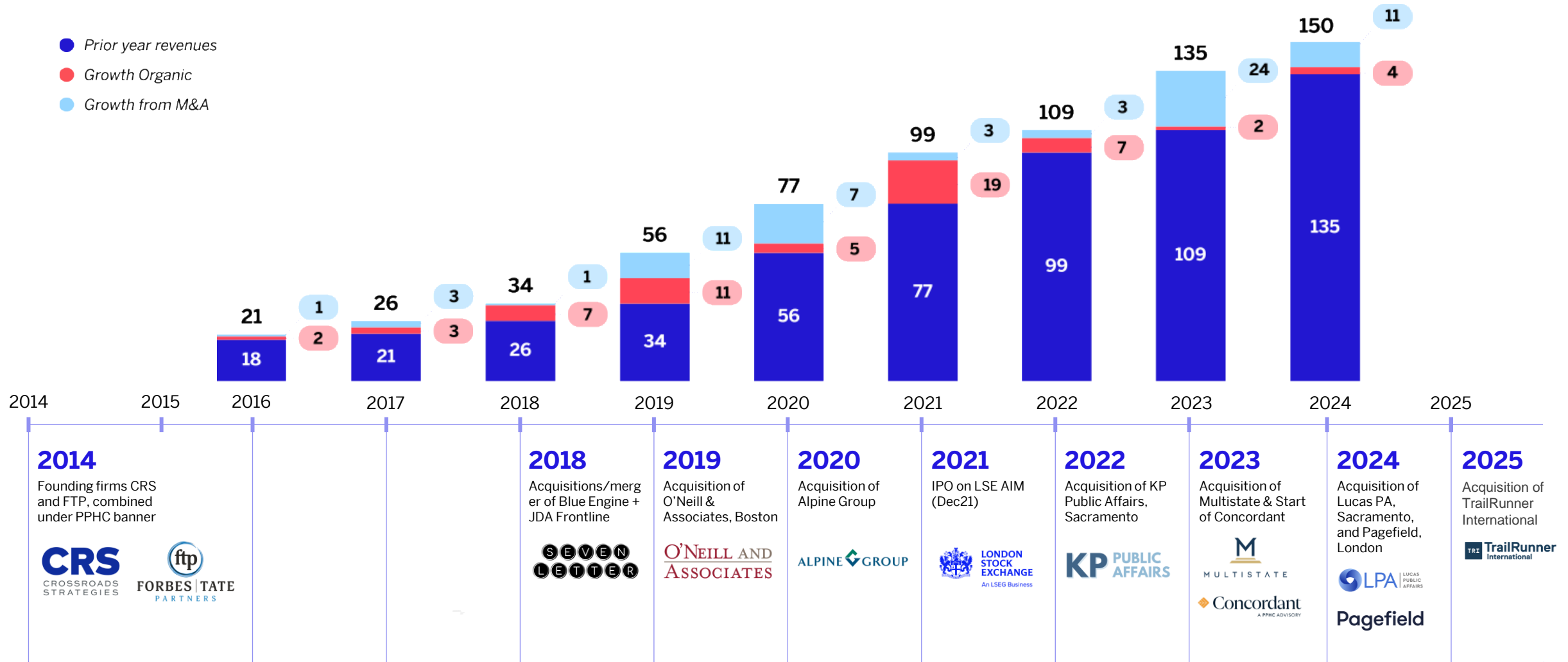
Federal & International Lobbying

State Lobbying & Compliance

(1) Completion of TrailRunner International expected by management by 1 April 2025: NYC, Nashville, Dall/Fort Worth, Abu Dhabi, Dubai, and Shanghai offices added

PPHC Platform Growth to Date (2014-2024)

A decade of strategic M&A. We've found highly accretive firms, who deliver complementary, premium offerings to a broad portfolio of retained clients.



Blue chip client base; including half of Fortune 100

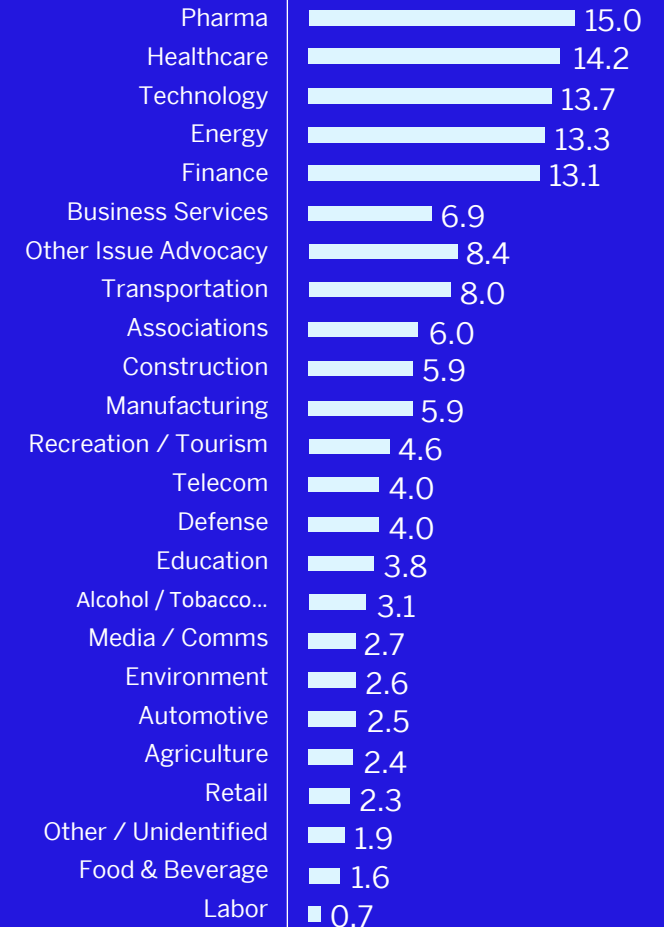
Heavily retained, highly renewed contracts with clients in key regulated end-markets

Federal, State & International Lobbying

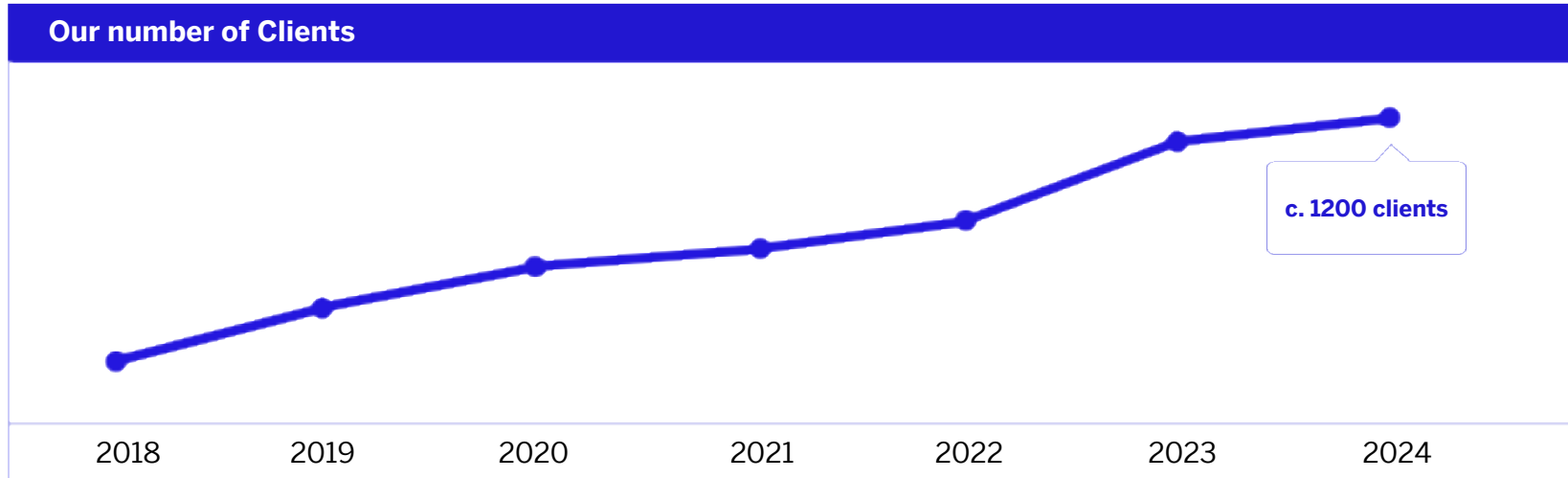
Strategic Communications & Public Affairs



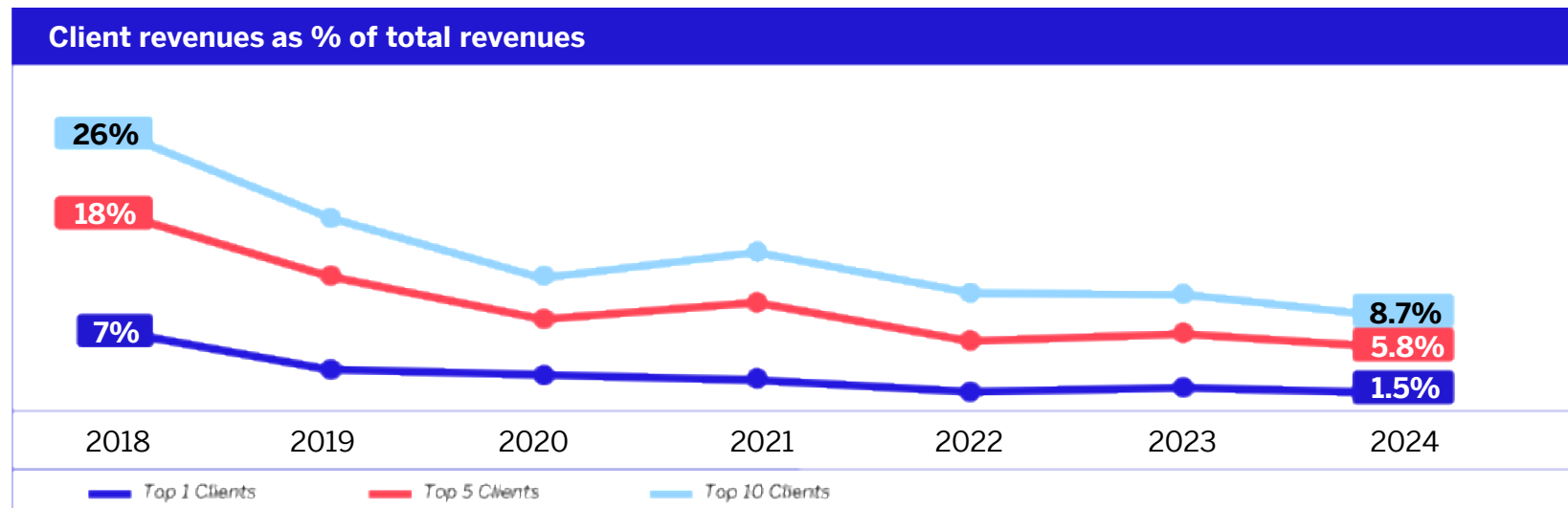
2024 Revenues by industry (total = \$150m)



KPIs – growing client base and declining client concentration



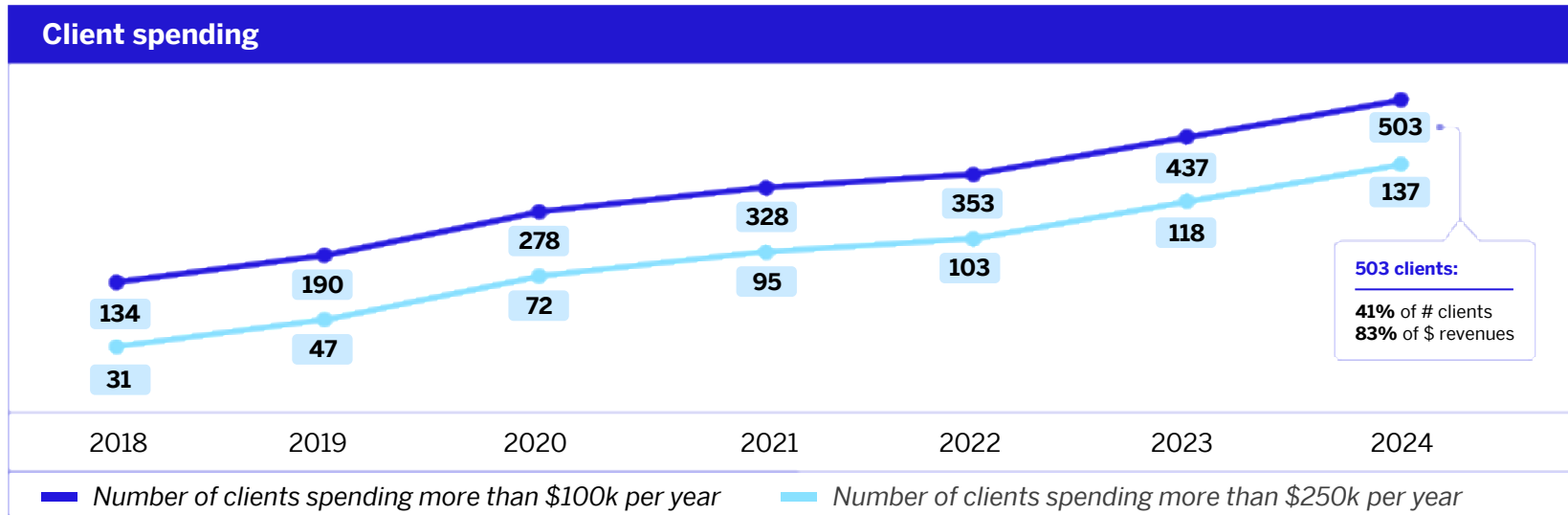
Continued client momentum reflects high levels of retention, new wins and M&A



Enhanced earnings quality driven by increased client diversification

History through 2023 re-stated based on client-consolidation analysis

KPIs – sustained client retention and increasing client spend



History through 2023 re-stated based on client-consolidation analysis

80-85%

Annual client retention
(\$ based)

90%

Revenues generated from retainers

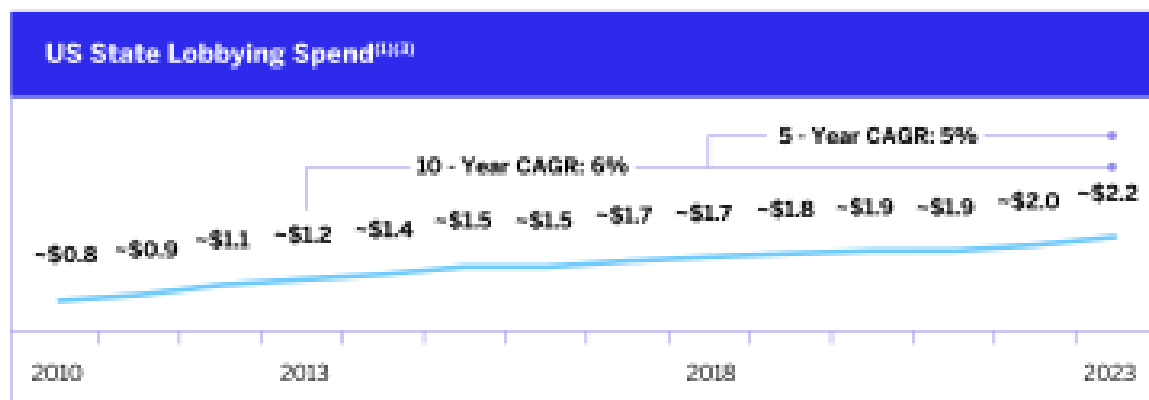
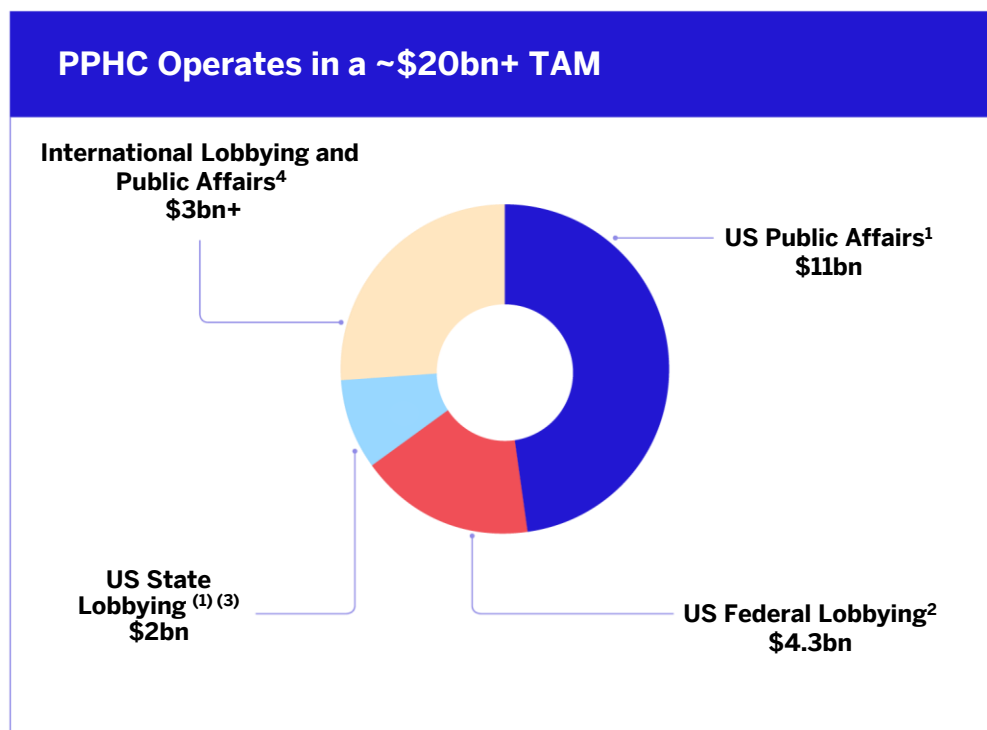
Increasing wallet share with growth in \$100k+ and \$250k+ spend clients

High levels of earnings visibility with client retention consistently >80%

Industry overview

Thematic end-market tailwinds...

PPHC has an attractive and defensible position in the ~\$20bn+ US federal & state lobbying and public affairs markets, and is actively pursuing the international lobbying and public affairs markets



(1) Source: Canaccord Genuity June 2024 initiating coverage report on PPHC.
 (2) Source: Statista, Canaccord Genuity June 2024 initiating coverage report on PPHC.
 (3) Based on data from 20 US States, including the most populous states (CA, TX, FL and NY).
 (4) Estimates vary given available data; a 2021 report by Transparency International EU estimated declared annual lobby spend between \$1.7bn and \$2.5bn alone.

We focus on our clients' toughest challenges and most important audiences

Strategic Objectives	Examples of PPHC Services	Stakeholders are increasingly interconnected across medium and geographies						
		Politicians & Staff	Regulators	Political Allies & NGOs	Targeted Voters	Journalists	Investors & Analysts	Other Elite Audiences
Policymaker Interface	<ul style="list-style-type: none"> Making disclosed contact with individual politicians, staffers and regulatory bodies over a short period of time (weeks or months) to inform the legislation and/or persuade votes. 	<p>Lobbying</p> <p>(“Direct Advocacy”)</p> <p>Public Affairs</p> <p>Strategic Communications</p> <p><i>“Every political problem is an instant reputational problem, and every reputational problem is an instant political problem.”</i> Stewart Hall, CEO PPHC</p>						
Agenda Setting	<ul style="list-style-type: none"> Seeking to influence the content of upcoming or even possible legislation, disclosed contacts and supportive media and stakeholder messages are deployed to shape the agenda and priorities. 							
New Market Entry / Growth	<ul style="list-style-type: none"> Driving public investments, unlocking tax credits, informing procurement, or otherwise facilitating growth in a new market or for a new product. 							
Issues Management & Crisis	<ul style="list-style-type: none"> Planning for and executing high-stakes communications during times of crisis or other challenging situations which could face public or policy reaction. 							
Thought Leadership	<ul style="list-style-type: none"> Showcasing examples of strong leadership figures, breakthrough innovation, or corporate purpose. 							

Government Relations & Policy Advocacy

Lobbying Firm	2024 Revenue (in \$m)
PPHC agencies combined (pro forma)	69.8
Brownstein Hyatt Farber Schrek	67.8
Akin Gump Strauss Hauer & Feld	56.6
Holland & Knight	49.7
Cornerstone Government Affairs	48.3
BGR Group	45.2
Invariant	42.6
Thorn Run Partners	30.1
Mehlman Consulting	29.4
Cassidy & Associates	26.4
Forbes Tate Partners	26.2
Capitol Counsel	25.8
Crossroads Strategies	25.2
Tiber Creek Group	24.1
Avoq	20.1
Squire Patton Boggs	20.0
Ballard Partners	19.6
Van Scoyoc Associates	19.5
Alpine Group	18.4
Strategic Marketing Innovations	17.1
K&L Gates	17.0



\$69.8m in 2024

PPHC firms, combined, are the largest provider of federal lobbying services in the US

Strategic Communications & Public Affairs

PPHC's peers and competition include:



*Three leading PPHC brands combine to create the largest federal lobbying revenue earner in the U.S during 2024 (\$69.8m). LDA billings are not the entirety of PPHC revenues, or those of the specific firm mentioned.



Employee metrics

360+
Employees

75%+
of PPHC shares
owned by employees

85+
Employee shareholders

Financial Results



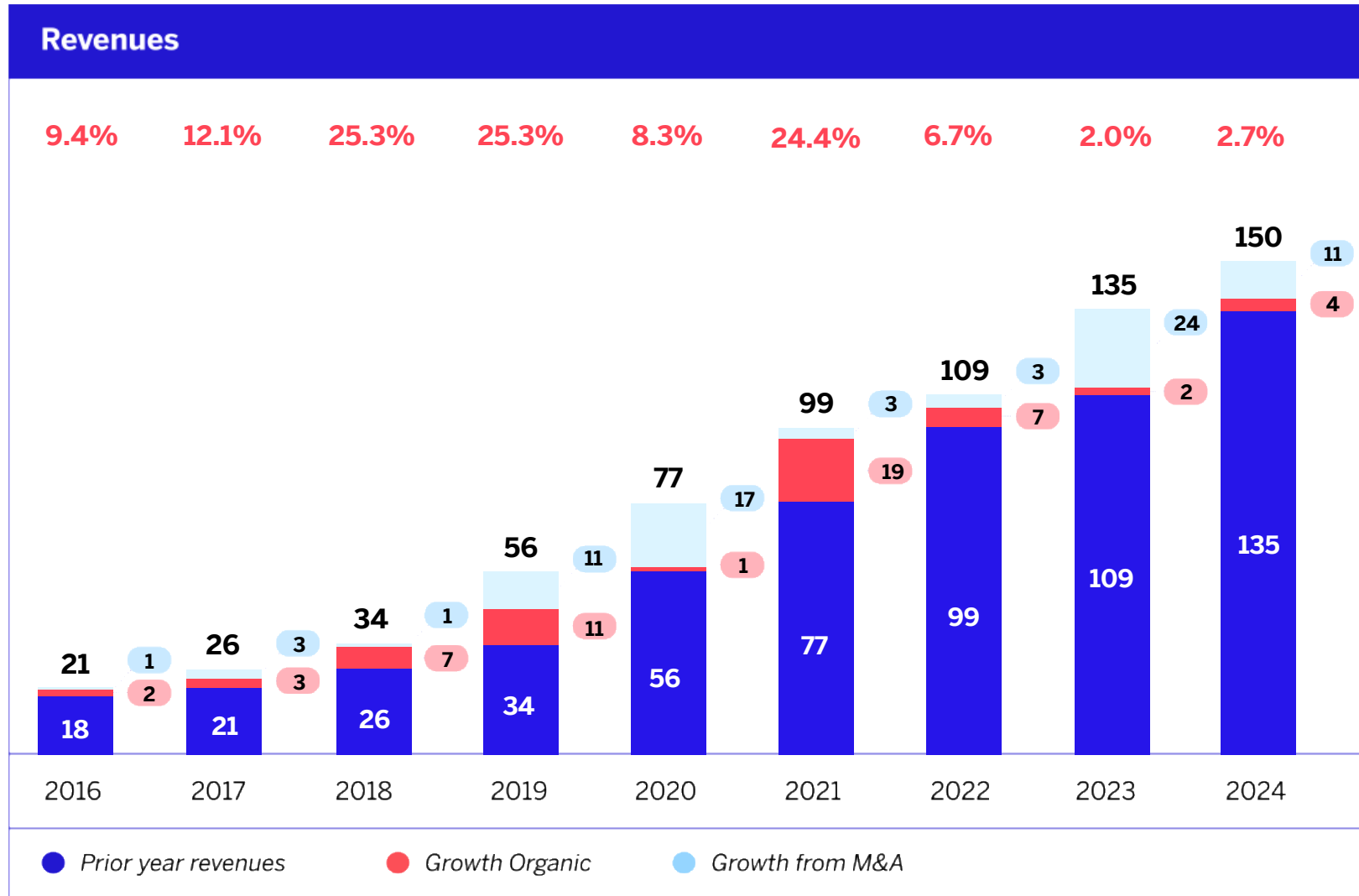
Highlights FY 2024 (and variances from FY 2023)

<p>Revenue</p> <p>\$149.6m</p> <p>Up 11% from \$135.0m</p> <p>Organic growth +3%, with GR (retainers) +4%, Diversified Services (subscriptions) +23%, but PA (mostly projects) -5%. PA rebounded to positive growth in H2</p>	<p>EBITDA</p> <p>\$36.1m</p> <p>Up 3% from \$34.9m</p> <p>Strong profit conversion. EBITDA includes \$3.1m in incremental one-off costs and M&A related costs.</p> <p>Adjusted*: \$39.2m, up 12%</p>	<p>Margin</p> <p>\$24.2%</p> <p>Down 1.8pt from 26.0%</p> <p>Close to target range 25-30%.</p> <p>Adjusted*: 26.2%, up 0.2pt</p>	<p>Net Income</p> <p>\$27.7m</p> <p>Up 5% from \$26.5m</p> <p>Impacted by higher interest (from increase in bank loans) but lower effective tax rate</p> <p>Adjusted*: \$30.1m, up 14%</p>	<p>Margin</p> <p>18.5%</p> <p>Down 1.1pt from 19.6%</p> <p>Adjusted*: 20.1%, up 0.5pt</p>
<p>Free Cash Flow</p> <p>\$22.2m</p> <p>Up 4% from \$21.4m</p> <p>Continuing strong cash flow generation due to low capex needs</p> <p>Adjusted*: \$24.6m, up 15%</p>	<p>Earnings/share - Basic</p> <p>\$0.2345</p> <p>flat from \$0.2354</p> <p>EPS development muted in 2024, as increase in # of shares issued higher than normal due to Alpine Group remediation in 2023-Q4. 2024-Q2 acquisitions Lucas PA and Pagefield had limited impact yet due to timing.</p> <p>Adjusted*: \$0.2546, up 8%</p>	<p>Earnings/share - Fully Diluted</p> <p>\$0.2222</p> <p>Down 2% from \$0.2271</p> <p>Adjusted*: \$0.2412, up 6%</p>	<p>Full Dividend /share</p> <p>\$.0940</p> <p>Down 34% from \$0.1430</p> <p>Final dividend and future dividend halved from past practice – aimed at re-investing in accretive M&A and share repurchases</p>	<p>Net (Debt)/Cash at period end</p> <p>\$(17.5m)</p> <p>Down \$20.9m from +\$3.4m</p> <p>Added \$25m Incremental debt in Q2 for completed acquisitions, ending the year with gross debt of \$32m, maintaining prudent leverage ratio.</p>

Adjusted*: 2024 performance if PPHC would not have incurred the \$3.1m increase in M&A costs and Concordant. These expense levels are unlikely to be repeated in 2025.

Rounded numbers included in percentages.

Continuing a strong track record of revenue growth



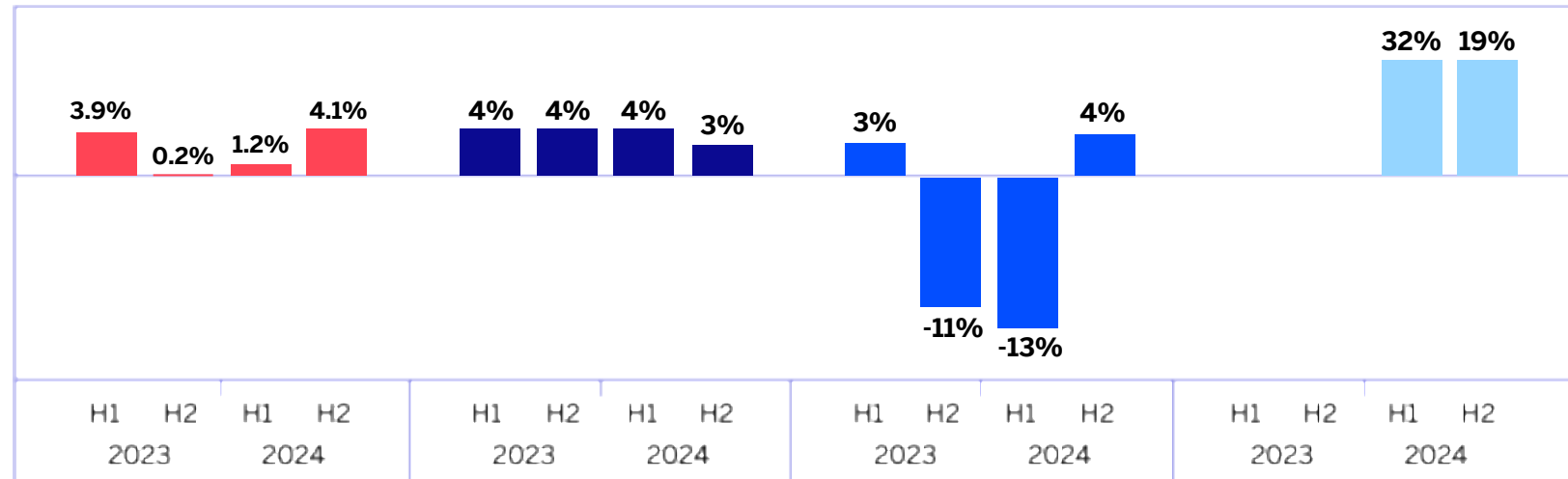
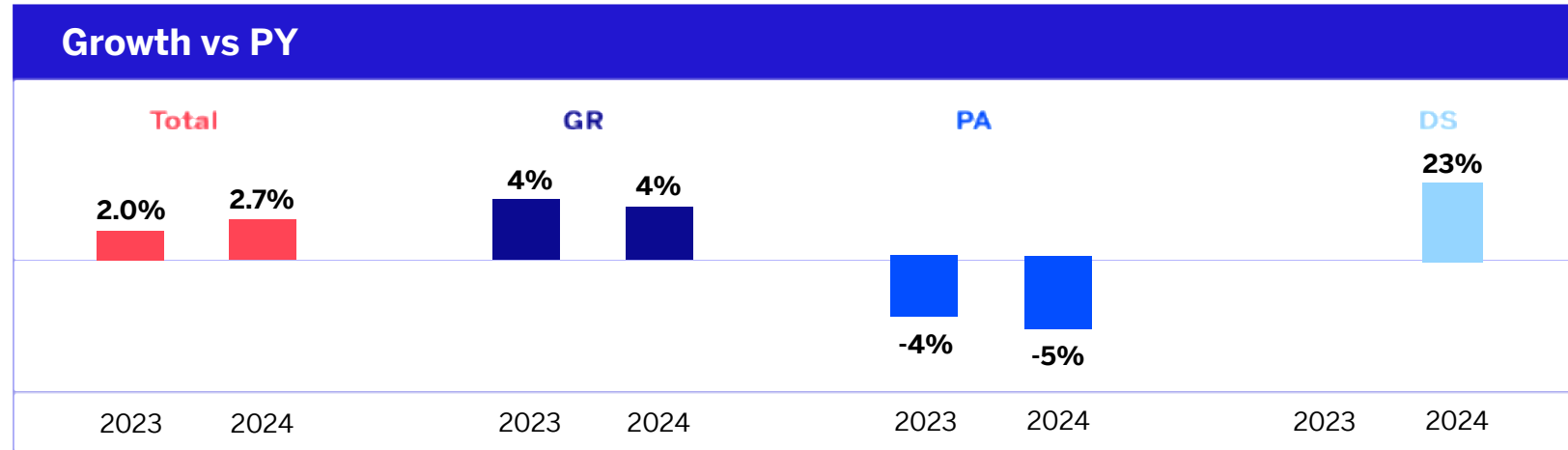
2024 revenue: \$150m

In 2024, again significant impact from M&A, and organic growth slightly higher than last year at 2.7%

Deeper dive on Organic Growth by segment on next pages

Zooming in on organic revenue growth 2023 and 2024

Both years impacted by lull in PA – which now seems behind us



Organic growth in 2023 and 2024 has been below our traditional levels of 5-10%

...clearly impacted by decline in Public Affairs (especially in project work)

...which primarily impacted 2023H2 and 2024H1

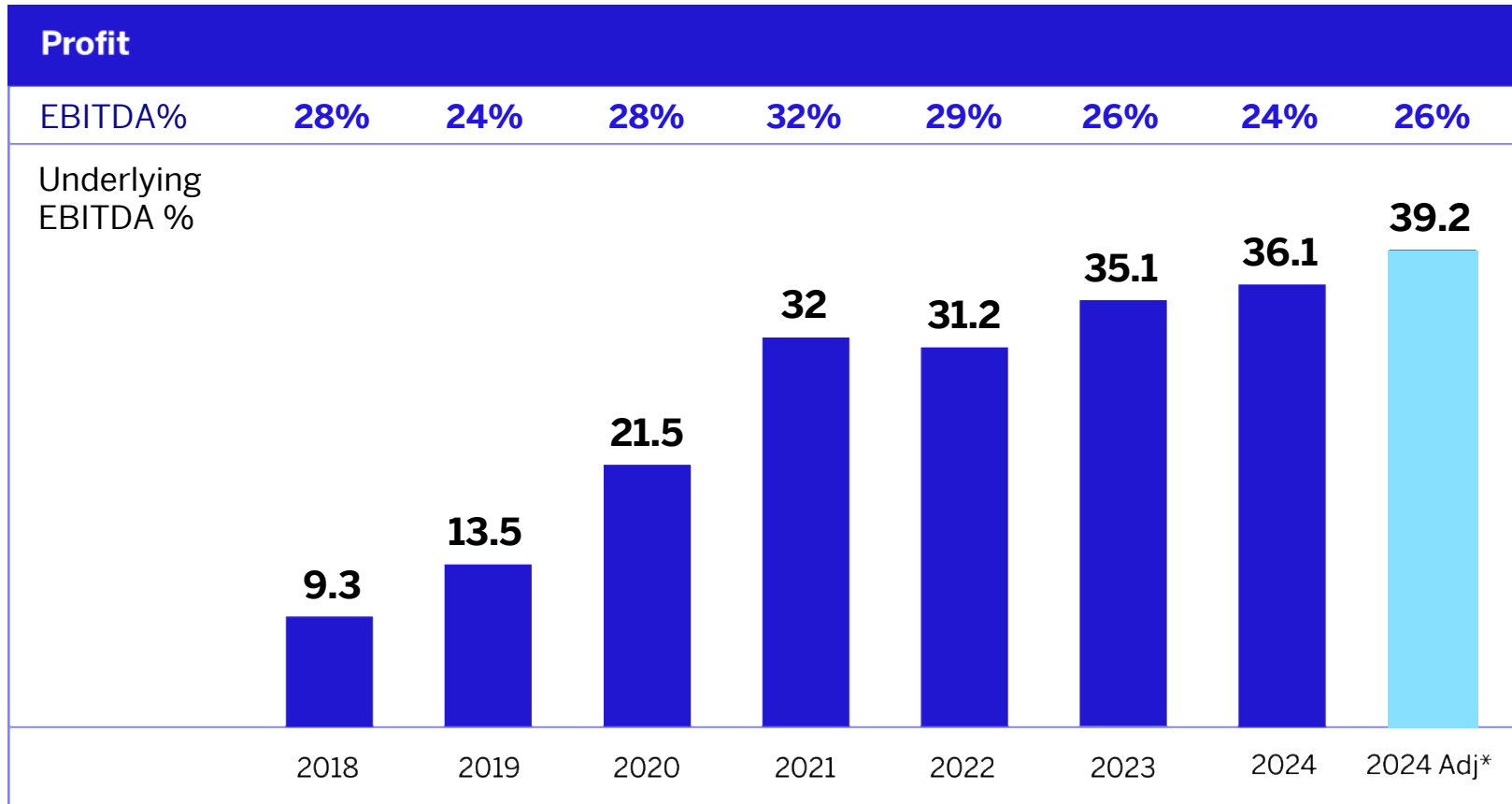
With US elections over, clients are increasing spending on projects and paid media in H2

By segment

GR and DS showing strong sustainable growth, while partially offset by decline in project-based Public Affairs work

FY 2024	Government Relations	Diversified Services	Public Affairs	Total
Revenue	\$102.5m	\$10.7m	\$36.4m	\$149.6m
% of total	68%	7%	24%	100%
Growth	+7%	+47%	+13%	+11%
Growth organic	+4%	+23%	-5%	+3%
Characteristics	Consistently profitable Highly retained	High growth potential Very profitable Subscription, high repeat	High growth potential Retained and Project	

Profit: growing and positive



(*) Underlying EBITDA adjusted for incremental expenses M&A and Concordant \$3.1m

Notes:
 Underlying EBITDA (non-GAAP) includes all cash compensation, but excludes implied costs of equity-based compensation
 Underlying EBITDA pre-2022 is proforma based on Group's post-IPO compensation policy

Very profitable – and high cash conversion

Items reducing margin in recent years

- ▲ Public company costs and investments in platform/holdco
- ▲ In 2024 significant rise in one-off costs:
 - ▲ M&A-related
 - ▲ Concordant start-up
- ▲ When adjusting for the incremental one-off costs, our 2024 margin would have been **26%+**

Outlook remains unchanged: between 25% and 30% (subject to future acquisitions)

Track record of profitable growth

	2024FY	2023FY	change	change (\$)
P&L				
All in '\$'000, unless otherwise noted				
Revenue	149.6	135.0	11%	14.6
EBITDA (Underlying)	36.1	35.1	3%	1.1
EBITDA margin (Underlying)	24.2%	26.0%	-1.8pts	
Depreciation	(0.1)	(0.1)	-14%	(0.0)
EBIT (Underlying)	36.0	34.9	3%	1.0
Interest	(1.7)	(0.9)	-83%	(0.8)
EBT (Underlying)	34.3	34.0	1%	0.3
Taxes	(6.5)	(7.5)	13%	1.0
Effective tax rate	-19.1%	-22.1%	3.0pts	
Net Income (Underlying)	27.7	26.5	5%	1.2
Net income margin (Underlying)	18.5%	19.6%	-1.1pts	
EPS - Underlying (\$) (basic)	0.2345	0.2354	0%	-0.0009
EPS - Underlying (\$) (fully diluted)	0.2222	0.2271	-2%	-0.0050
DPS	0.0940	0.1430	-34%	-0.0490

Bridge from Underlying to Reported results: non cash charges

All in '\$'000, unless otherwise noted				
Net Income (Underlying)	27.7	26.5	5%	1.2
Share-based accounting charge	(31.8)	(30.9)	-3%	(0.9)
M&A: Post-combination comp	(11.6)	(6.3)	-84%	(5.3)
M&A: bargain purchase	2.5	4.8	49%	(2.4)
M&A: change in contingent consideration	(1.9)	(1.7)	-12%	(0.2)
Long Term Incentive Program charges	(4.2)	(2.8)	-49%	(1.4)
Amortization intangibles	(4.7)	(3.9)	-20%	(0.8)
Net Income (Reported)	(24.0)	(14.2)	68%	(9.7)

Commentary

- ▲ **P&L growing** at top and bottom line
- ▲ **Underlying EBITDA margin strong at 24.2%** just below traditional band 25-30%. Impacted 2.0 pts by \$3.1m incremental one-offs of Concordant start-up and increase in M&A advisory costs
- ▲ **Interest charges increasing** due to debt-funded M&A
- ▲ **Effective tax rate reducing to 19.1%** due to mix of permanent and temporary differences tax vs GAAP
- ▲ **EPS growth muted**, with higher earnings offset by increase in average share count; increase in shares driven not only by customary LTIP and M&A, but also by Alpine remediation
- ▲ **Non-cash charges excluded from Underlying profit:**
 - ▲ Share based accounting charge: relating to decision at IPO to make all shares subject to vesting schedule with employment condition
 - ▲ M&A post-combination compensation: portion of past and future purchase price made subject to vesting schedule with employment condition
 - ▲ M&A bargain purchase: negative goodwill as result of making part of acquisition payment subject to employment condition, expensing through P&L
 - ▲ M&A change in contingent consideration: due to change in estimate of future earnout payments
 - ▲ LTIP charges: relating to grants of Options, RSAs and RSUs to employees as part of Omnibus program

Track record of strong operational cash flow

Non-GAAP Cash Flow Statement	2024FY	2023FY	change	change (\$)
Cash Flow				
All in \$'000, unless otherwise noted				
EBITDA (Underlying)	36.1	35.1	3%	1.1
Interest	(1.7)	(0.9)	-83%	(0.8)
Taxes	(6.1)	(7.5)	19%	1.4
Changes in Working Capital	(6.0)	(5.0)	-20%	(1.0)
Operational Cash flow	22.3	21.6	3%	0.7
Capex	(0.1)	(0.2)	76%	0.2
Cash paid for acquisitions, net of cash acquired	(26.4)	(21.2)	-24%	(5.2)
Note receivable to related parties	0.4	(1.8)	120%	2.1
Investment Cash flow	(26.1)	(23.2)	-13%	(2.9)
Change in Debt balance	21.1	11.1	-91%	10.1
Debt issuance costs	(0.2)	(0.5)	52%	0.2
Dividend payment	(16.8)	(15.8)	-6%	(1.0)
Financing Cash Flow	4.1	(5.2)	N/M	9.3
FX impact on cash	(0.1)	0.0		(0.1)
Cash generated	0.2	(6.9)	N/M	7.1
Balances end of period				
Cash balance	14.5	14.3	1%	0.2
Debt balance	(32.0)	(10.9)	193%	(21.1)
Net cash balance	(17.5)	3.4	-615%	(20.9)
Conversion Operating Cash Flow to Free Cash Flow				
Operational Cash flow	22.3	21.6	3%	0.7
Capex	(0.1)	(0.2)	76%	0.2
Free Cash Flow	22.2	21.4	4%	0.9

Commentary

(non-GAAP) Free Cash Flow increasing by +4% to \$22.2m, and Operational Cash Flow increasing by +3% to \$22.3m, both in line with EBITDA growth and working capital improvement. Would have been +15% if adjusted for incremental investment in M&A related costs and Concordant

Investment Cash Flow reflecting acquisition payments for completion payments Lucas Public Affairs and Pagefield, as well as earnout payment MultiState

Financing Cash Flow reflecting attraction of \$25m incremental debt facility from Bank of America in April and June 2024 for funding acquisitions; when combined with 2023 facility of \$17m, and including debt repayments, period-end balance was \$32.0m. Also reflecting \$16.8m dividend payments in 2023, to be reduced going forward

Net cash position by June 2024 was \$(17.5m), being balance of \$14.5m cash and \$32.0m debt. It is typical for cash position to be at a higher point by end of H2.

NB. This table reflects non-GAAP presentation. Our GAAP Cash Flow statement has acquisition-related payments spread across Operational, Investment and Financing Cashflow subtotals, as consequence of certain acquisition payments being made subject to continued employment.

Acquisitions structured to drive EPS growth in risk-controlled way

Typical acquisition structure:

- ▲ Upfront Payment in combination with multiple earnout payments over longer period
- ▲ Earnout payments only materialise if company grows profit following acquisition by PPHC
- ▲ Each payment mix of cash and shares
- ▲ Earnout payments to be shared with 'next generation' management
- ▲ Significant portion of each payment made conditional upon continued employment (despite accounting complexities)

Benefits of deploying earnouts and payments in shares

- ▲ Benefits for PPHC: risk mitigation; final valuation based on future results; Sellers become 'owners' of PPHC; share payment based on future share price
- ▲ Benefits for Seller: continuing legacy; gradual handover; captures synergy benefits in valuation; aligning interests

Impact on EPS:

- ▲ Management manages upfront price and earnout parameters such that EPS is generally accretive throughout the earnout period and beyond (unless profit of acquired company declines after acquisition)

Expected earnout commitments

- ▲ By the end of 2024, based on management's current estimate of future performance of the companies under earnout, the company expects still having to pay \$44.1m in earnout payment, of which \$24.6m in cash and the remainder in stock
(Note: including Trailrunner acquisition – to be closed April 1 - expected earnout payments increase to ~\$70m of which ~\$40m in cash)

	2025	2026	2027	2028	2029	Total
All in \$'000, unless otherwise noted						
Expected earnout payments in Cash	3.7	3.3	3.1	13.5	1.1	24.6
Expected earnout payments in PPHC stock	0.6	3.3	1.6	13.5	0.6	19.5
Expected earnout payments - total	4.3	6.5	4.7	27.0	1.7	44.1
Maximum earnout payments in Cash	4.2	8.4	12.6	18.8	13.4	57.4
Maximum earnout payments in PPHC stock	0.7	6.0	6.3	18.8	8.0	39.7
Maximum earnout payments - total	4.9	14.4	18.9	37.5	21.4	97.1

Growth Strategy



Embedded growth opportunities

Leverage PPHC Platform Deeper Across Client Portfolio

Unique proposition of our integrated policy, political and communications expertise



Monetizing the distinct capabilities of multiple brands across the portfolio in order to avoid conflicts and decrease overall revenue concentration risk



Avoiding duplication of capabilities via Group-wide referral incentives, and with shared services

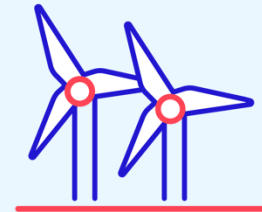


Expanding and upskilling digital and data capabilities across the Group will increase productivity and out-deliver near-peers and direct competitors

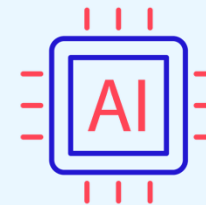
Strong Secular Tailwinds



Global Trade and Tariff Policies



Global energy transition and expansion



The AI revolution



Multi-jurisdictional issues
(Federal + State + International)

Active M&A pipeline, expanding geographies and capabilities

Ample scope for growth through M&A

- Multiple M&A opportunities under consideration/review, which would expand geographies and capabilities
- Typically, earnout transactions, whereby future payments are conditioned upon growth post-acquisition
- Funded through mix of cash and shares
- If required, increasing debt ratio to ~1.5-2.0x EBITDA

Criteria for M&A opportunities

- Best in class ethical and compliance standards
- Market share and diversification benefits
- Premium financial profiles and maintenance of group-wide margin targets
- Long-term revenue synergy potential and opportunities
- Accretive to EPS

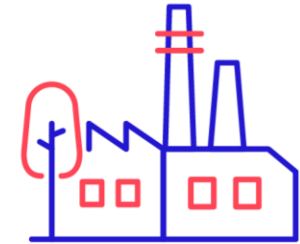
Geography



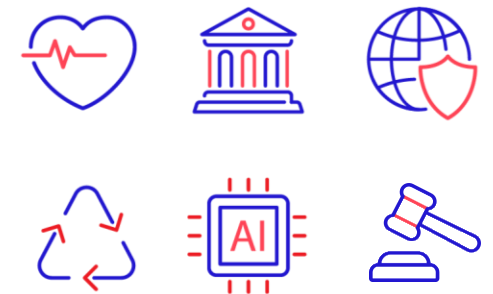
Key US State and International Capitals



Issue Specialisation



The Right Industry Specialisation for Today's Economy



Recent Acquisition – TrailRunner International

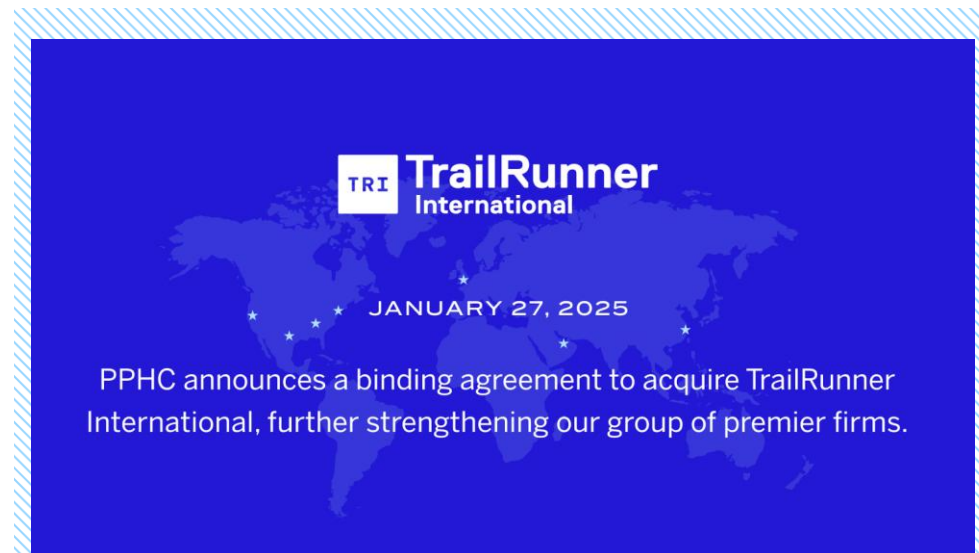
Company overview

- ▲ Significant expansion of strategic communications capabilities
- ▲ Extends reach into key markets, including the US, UK, Middle East and Asia
- ▲ Highly complementary to existing services
- ▲ Deepens access to C-suite clients and budgets
- ▲ ~80 employees
- ▲ Financial runrate: ~\$30m revenue and ~\$6m EBITDA

Deal terms

- ▲ \$33m at closing
- ▲ Initial Payment 85% in cash and 15% in shares
- ▲ Total deal cap of \$70m realized if TrailRunner achieves a c.25% compound annual profit growth from 2025 through 2029
- ▲ Future payments include greater portion of Purchase Price paid in shares
- ▲ Accretive to EPS

Completion of TrailRunner International acquisition expected by management by 1 April 2025

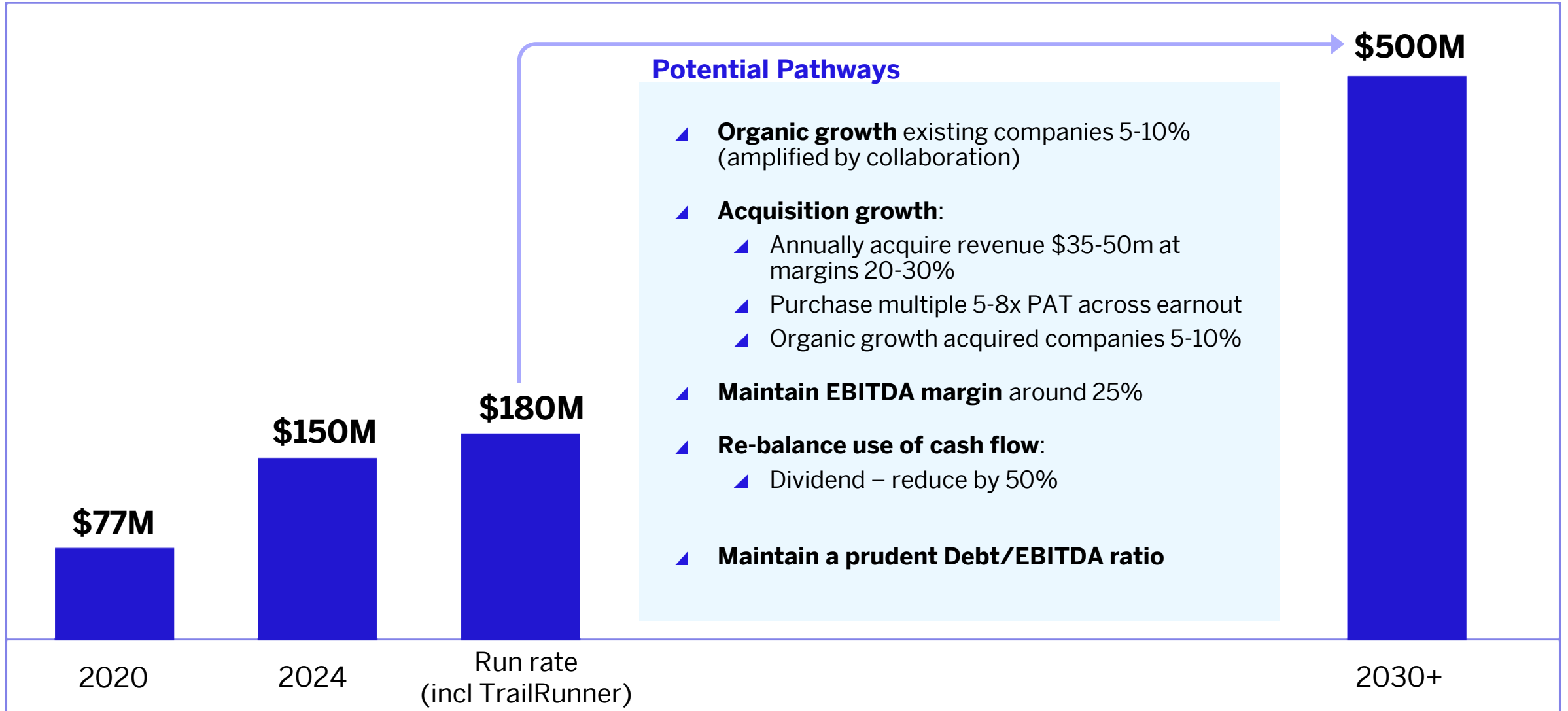


FINANCIAL TIMES

UK-listed lobby group strikes US deal in consolidation play

JANUARY 27, 2025

Our Ambition in the medium-term



Conclusion



Changes in government spending + risky political climate = strong, global demand

Tailwinds driving growth

- ▲ Strategic communications with financial, healthcare and tech specialisation(s) among the fastest growing sectors, each with unique demands for policy and regulatory expertise
- ▲ PR holding companies and other multi-disciplinary agency groups have struggled and have lost ground to specialty firms for C-suite services, crisis, and other non-consumer projects

Significant investment by private equity is driving valuations

- ▲ KKR's acquisition of FGS from WPP
- ▲ CVC's investment in Teneo, including aggressive services expansion via M&A
- ▲ Investcorp investment in both SEC Newgate and ICR
- ▲ TPG's investment in Sodali & Co.
- ▲ Ankura, owned by Madison Dearborn, acquired Red Flag



- ✓ Our firms operate in the **high-end, high-margin corporate advisory space** with offerings of Strategic Communications, Lobbying and Public Affairs
- ✓ PPHC uniquely combines the **superior profitability and retention of a trusted, client-focused advisory** with the growth of a dynamic, high-demand public affairs and strategic communications market
- ✓ The opportunity for scale is enormous in a very fragmented policy industry that represents a TAM of over \$20 billion. **Moving further into strategic communications greatly expands our addressable market**
- ✓ PPHC's model proves that selective consolidation generates **increased returns** while simultaneously providing **better outcomes for clients**
- ✓ Public company model with high degree of **employee ownership** drives company culture, attracts talent and supports high employee retention rates
- ✓ The company is highly-profitable and cash-generative, with ambition to deliver revenues of **\$500m in the medium-term** through organic and acquisitive growth

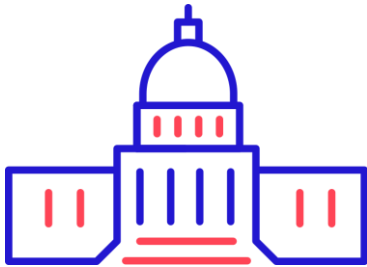
High level of stability

- Steadily growing market
- Low political dependency
- Low client dependency
- High % of retained work
- High client retention
- Stability from high employee ownership
- Low risk M&A because paying performance adjusted price
- Low capital investment

Appendix



Our foundation (2014 - 2021)



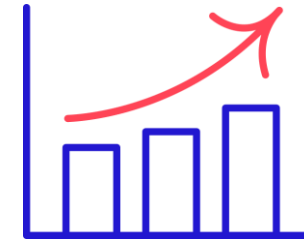
- ▲ Focused on Federal (US) government relations (“lobbying”) and related public affairs services
- ▲ PPHC has been ranked #1 in lobbying revenue for 18 consecutive reporting quarters¹

Current (post-IPO to today)



- ▲ Expansion into US States and international
- ▲ Increased public affairs; corporate strategic communications
- ▲ Added research, data and compliance services

Now to medium-term (2030+)



- ▲ Further geographic expansion
- ▲ Deepening research, compliance and data services
- ▲ Ambition to reach \$500M in revenues

PPHC has a proven track record of:

- ▲ Driving legislative wins that shape policy outcomes
- ▲ Amplifying industry voices to influence public and political discourse
- ▲ Positioning organizations for funding, growth, and policy success
- ▲ Navigating regulatory challenges to ensure business continuity
- ▲ Creating strategic narratives that resonate with key stakeholders

Explore our success stories:

Learn more about how we've helped organizations across industries tackle challenges and produce impactful results.

- ▲ [View Case Studies](#)

Advancing industrial decarbonization: CRS helps secure up to \$25m for domestic manufacturing client through IRA



Ensuring representation of the UK's professional freeholders



Securing protections for restaurant pricing models



Ensuring accuracy in lobbying disclosures: how MultiState resolved compliance challenges for a multinational corporation





Why are we a listed company?

- ▲ Implement an M&A currency to seize strategic acquisition opportunities and maintain a competitive edge
- ▲ Have structural ability to equitize and retain employees
- ▲ Have structural ability for outgoing employees to liquidate holdings
- ▲ Professionalise our business with good governance, good compensation structures, and superb compliance



Why In London?

- ▲ The UK and AIM has a strong track record of supporting high-growth, mid-sized professional services businesses
- ▲ Enhanced profile and access to capital, with employee retention and tax efficiency being key benefits
- ▲ Admission to LSE's AIM was the best option to support PPHC's strategy in 2021
- ▲ Now contemplating adding listing in the US

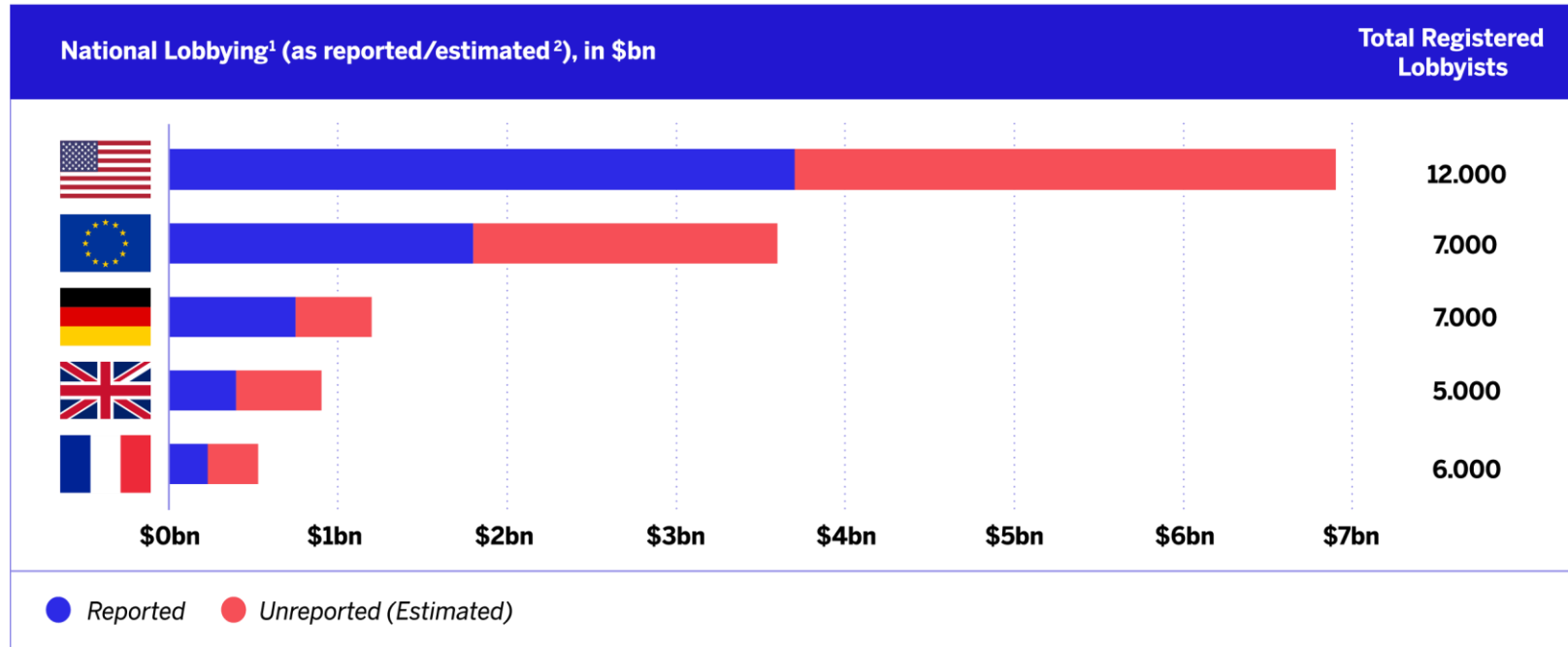
How does the PPHC platform add value?

- ▲ PPHC maintains **separately branded** and **managed** operating companies
- ▲ PPHC offers **conflict mitigation, access to growth capital**, operational efficiencies and cross referral opportunities
- ▲ PPHC supports each Member Company through **back-office services** such as Finance, HR, Benefits & Payroll, Legal, M&A, and Client Development support
- ▲ Group companies benefit – in both directions – from PPHC’s successful **referral reward programme**
- ▲ **Public company status** allows for broad & dynamic share-ownership and access to growth capital and assures clients of Group companies

PPHC’s platform for operation



Our short-term goal is to establish a Group presence in key global markets to unlock referral nexus into global corporate budgets



1. 2020 data where 2021, 22 not available
2. "Unreported" (aka 'shadow lobbying' includes all fees paid and media invested to impact legislation, directly or indirectly. Not all reporting regimes count equally, so industry estimates vary)
3. Given limited UK Lobbying Registry data, spending and lobbying headcount is estimated from Registry meeting and organisation count data, benchmarked against other geographies
4. Converted from (1.03 EU) and (.89 GBP) November 11, 2022
5. Sources: OpenSecrets.org, EU and National Transparency Registries of UK, Germany and France, The Economist, Politico, Bloomberg Media (BGOV), LinkedIn Data, Expert Interviews, original PPHC analysis

While still less regulated than in the US, UK & EU governments have increased lobbying transparency requirements over the last decade



PPHC 