

# 2015 HOLDING COMPANY M&A LEAGUE

MAY

## GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480
2	2	WPP	Two Circles UK, 3ree Singapore, Medialets US	374
3	3	Providence Equity	Clarion Events UK	336
4	4	Dentsu	John Brown Media UK, Marketing Wizards Poland, Atheletes First US	268
5	7	Publicis Groupe	Match Media Australia, Relaxnews France, Expedient US	130
6	5	Montgomery Group	AidEx UK	84
7	15	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	64
8	6	Havas	EGC & Associates France, Plastic Mobile Canada	56
9	-	Tarsus	PAINWeek US	28
10	-	DC Thomson	ShortList Media UK	27
11	8	Liantronics	Airmedia China	25
12	9	R2integrated	Make Me Social US	25
13	10	Omnicom	TLGG Germany	21
14	11	HCB	Topin & Associates US	21
15	12	Interpublic	Samba TV US	18
				1,956

### METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. The complete table covers all individual acquisitions, more than can be featured in this summary report. R3 applies a consistent multiplier to the estimated revenue of all agencies acquired, based on the reported percentage required.

Regardless of earn out terms, R3 assumes full sale amount of acquisitions at time of sale.

For more details, write to [greg@rthree.com](mailto:greg@rthree.com).

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## ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480
2	2	Dentsu	Flexmedia Thailand, BWM Group Australia, Soap Crearive Australia	90
3	8=	Publicis Groupe	Match Media Australia	71
4	5	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	64
5	3	Liantronics	Airmedia China	25
6	4	WPP	Maixunbytes China, Paipai China	13
7	6	Adfactors	Yorke Communications India	5
8	7	Ipinyou	Retail Solutions China	4
9	8=	HLBN	No acquisition	0
10	8=	Spearhead	No acquisition	0
11	8=	BesTV	No acquisition	0
12	8=	GDAD	No acquisition	0
13	8=	Keda	No acquisition	0
14	8=	Phenix Publishing & Media Group	No acquisition	0
15	8=	Hakuhodo	No acquisition	0
				752

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USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	WPP	Refinery29, Medialets, Bruin Sports Capital	335
2	2	Dentsu	Atheletes First, Forbes Consulting Group	52
3	-	Tarsus	PAINWeek US	28
4	-	Informa	Dwell on Design	28
5	3	HCB	Topin & Associates US	21
6	4	Publicis Groupe	Expedient	21
7	5	Interpublic	Samba TV	18
8	6	R2integrated	Make Me Social	11
9	7	Penton	iNET Interactive	11
10	8=	Havas	No acquisition	0
11	8=	BlueFocus	No acquisition	0
12	8=	Hakuhodo	No acquisition	0
13	8=	McCann Worldgroup	No acquisition	0
14	8=	Omnicom	No acquisition	0
15	8=	M&C Saatchi	No acquisition	0
				523

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## CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye, Mi Age	480
2	4	BlueFocus	Domob, Madhouse, Jianfei Tech	64
3	2	Liantronics	Airmedia	25
4	3	WPP	Maixunbytes, Paipai	13
5	5	Ipinyou	Retail Solutions	4
6	6=	Dentsu	No acquisition	0
7	6=	Publicis Groupe	No acquisition	0
8	6=	Adfactors	No acquisition	0
9	6=	HLBN	No acquisition	0
10	6=	Spearhead	No acquisition	0
11	6=	BesTV	No acquisition	0
12	6=	GDAD	No acquisition	0
13	6=	Keda	No acquisition	0
14	6=	New Culture	No acquisition	0
15	6=	Omnicom	No acquisition	0
				586

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## BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480
2	6	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	64
3	2	Liantronics	Airmedia China	25
4	3	Dentsu	WATConsult India	17
5	4	Publicis Groupe	Epic Communications South Africa	14
6	5	WPP	Maixunbytes China, Paipai China	13
7	7	Adfactors	Yorke Communications India	5
8	8	Ipinyou	Retail Solutions China	4
9	9=	HLBN	No acquisition	0
10	9=	Spearhead	No acquisition	0
11	9=	Keda	No acquisition	0
12	9=	GDAD	No acquisition	0
13	9=	New Culture	No acquisition	0
14	9=	Phenix Publishing & Media Group	No acquisition	0
15	9=	Omnicom	No acquisition	0
				622

### METHODOLOGY

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## 2015 HOLDING COMPANY M&A NEW WINS

MAY

ACQUIRER	ACQUIREE (REGION)
Dentsu - Dentsu Aegis Network	John Brown Media UK
Dentsu - Dentsu Aegis Network	Atheletes First US
DC Thomson - DC Thomson	ShortList Media UK
WPP - WPP	Two Circles UK
Tarsus - Tarsus	PAINWeek (from Aventine Co.) US
WPP - WPP	3ree Singapore
Informa - Informa	Dwell on Design US
Publicis - ZenithOptimedia	Relaxnews France
Dentsu - iProspect	Marketing Wizards Poland
Publicis - ZenithOptimedia	Match Media Australia
Dentsu - iProspect	Flexmedia Thailand
BlueFocus - BlueFocus	Domob Limited China
BlueFocus - BlueFocus	Madhouse Inc. China