

2015 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / June 2015

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of Wins |
|-----------------|-----------------|------------------|--------------------------------------------------------------------------|--------------------------------------|---------------|-----------------------------------------|------------|
| 1 | 3 | Ogilvy | Paramount Pictures Brazil, KLM Brazil, Tiffany Brazil | 7.0 | | 7.0 | 34 |
| 2 | - | CP+B | AB Inbev (Stella Artois) Brazil, General Mills (Yoki Mais Vita) Brazil | 4.0 | | 4.0 | 4 |
| 3 | 1 | Y&R | BIC LATAM, Turner Argentina, Alamaula.com Argentina, Cielo Brazil | 3.6 | | 3.6 | 8 |
| 4 | 21 | JWT | Special K LATAM, Telefé Argentina, Clight Argentina | 2.8 | | 2.8 | 3 |
| 5 | 2 | Wieden & Kennedy | Westwing Chile, Mondelez Brazil, Multiplus Brazil, Johnnie Walker Brazil | 2.6 | | 2.6 | 5 |
| 6= | 4= | Latin3 | PayPal LATAM, Under Armour Central America | 2.0 | | 2.0 | 2 |
| 6= | 4= | Dedo | Netflix LATAM, Revlon LATAM, MTV Latinamerica LATAM | 2.0 | | 2.0 | 3 |
| 6= | 4= | Don | Nextel Mexico, Fibercorp Argentina | 2.0 | | 2.0 | 2 |
| 9 | 7 | TBWA | El Portón Mexico, Vips Mexico, Clínica Alemana Chile | 2.0 | PZ Cussons | 1.8 | 3 |
| 10= | 8= | Kingdom | Merck LATAM, Bayer Animal Health Mexico | 1.5 | | 1.5 | 2 |
| 10= | 8= | Shackleton Chile | Kidzania, América Solidaria(digital) | 1.5 | | 1.5 | 2 |
| 12 | 10 | Grey Group | Eukanuba Argentina | 1.3 | | 1.3 | 2 |
| 13= | 11= | Africa | Unimed-Rio Brazil | 1.0 | | 1.0 | 1 |
| 13= | 11= | Beker | Banco Santander Mexico | 1.0 | | 1.0 | 1 |
| 13= | 11= | Wunderman | MetLife Digital(LATAM) | 1.0 | | 1.0 | 1 |
| 13= | 11= | Fbiz | Nescafé Dolce Gusto Brazil | 1.0 | | 1.0 | 1 |
| 13= | 11= | Modo Santiago | Nestle Brand Chile | 1.0 | | 1.0 | 1 |
| 13= | 11= | Carlos y Darío | DirectTV LATAM | 1.0 | | 1.0 | 1 |
| 13= | 11= | Publicis | Renault Chile | 1.0 | | 1.0 | 1 |
| 13= | 11= | BETC | ideia!zarvos Brazil, DZARM Brazil | 1.0 | | 1.0 | 2 |
| | | | | | | 40.1 | 79 |

2015 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / June 2015

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of Wins |
|-----------------|-----------------|------------------|--------------------------------------------------------------------|--------------------------------------|---------------------------|-----------------------------------------|------------|
| 1 | 1 | PHD | SC Johnson(buying) LATAM, Unilever(Search) LATAM | 11.5 | | 11.5 | 4 |
| 2 | 2 | Initiative | Soriana Mexico, SAB Miller Peru, Alcatel LATAM | 11.2 | Trading Fashion Line Peru | 11.2 | 19 |
| 3 | 3 | Mediacom | Porvenir Colombia, Invias Colombia, Derco Peru | 5.6 | | 5.6 | 16 |
| 4 | 6= | Carat | Farmacias del Ahorro Mexico, Dentix Mexico | 0.8 | | 0.8 | 2 |
| 5 | 4 | Universal McCann | La Fabril Ecuador, Subway (Digital) Chile, Pernod Ricard Argentina | 0.8 | Coca-Cola Ecuador | 0.5 | 16 |
| 6 | 5 | BPN | Constructora Colpatria Colombia | 0.2 | | 0.2 | 1 |
| 7 | 6= | Dentsu Media | Omron LATAM | 0.0 | | 0.0 | 1 |
| 8= | 6= | Vizeum | | 0.0 | | 0.0 | 0 |
| 8= | 6= | MEC | | 0.0 | | 0.0 | 0 |
| 8= | 6= | Mitchell | | 0.0 | | 0.0 | 0 |
| 8= | 6= | OMD | | 0.0 | | 0.0 | 0 |
| 12 | 12 | Havas Media | Intercorp Peru, Tricot Chile, Adidas Brazil | 4.5 | AB Inbev Mexico | -0.5 | 5 |
| 13 | 13 | ZenithOptimedia | | 0.0 | Molinos Argentina | -1.0 | 0 |
| 14 | 14 | Mindshare | | 0.0 | Intercorp Peru | -3.9 | 0 |
| 15 | 15 | Maxus | Little Caesars Mexico | 0.3 | SC Johnson(buying) LATAM | -9.3 | 1 |
| | | | | | | 15.1 | 65 |

METHODOLOGY

The R3 New Business League has been compiled each of the last 154 months using data supplied by 26 multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI for clients across the region.

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