

2015 HOLDING COMPANY M&A LEAGUE

JULY

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	2	WPP	Chime UK, ABS Creative Belgium, directComm Turkey, Nicole Weber Communications Germany	923	19
2	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
3	3	Providence Equity	Clarion Events UK	336	1
4	4	Dentsu	Premier Media Ghana, Adams Media Ghana, Synergy Medical Communications Japan, Redirect Digital Marketing Brazil	331	17
5	5	Publicis Groupe	Domani US, Match Media Australia, Relaxnews France	145	7
6	6	Montgomery Group	AidEx UK	84	1
7	7	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
8	8	Havas	Just:: Health Communications UK, EGC & Associates France, Plastic Mobile Canada	62	3
9	-	Simei	Aidekangsai (爱德康赛)	54	1
10	-	Accenture	PacificLink China HK	28	1
11	9	Tarsus	PAINWeek US	28	1
12	10	DC Thomson	ShortList Media UK	27	1
13	11	Liantronics	Airmedia China	25	1
14	12	R2integrated	Make Me Social US	25	1
15	13	Omnicom	TLGG Germany	21	1
				2,638	61

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.

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JULY

ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
2	2	Dentsu	Mangham Gaxiola Singapore, Flexmedia Thailand, BWM Group Australia	90	6
3	3	Publicis Groupe	Match Media Australia	71	1
4	4	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
5	-	Simei	Aidekangsai (爱德康赛)	54	1
6	-	Accenture	PacificLink China HK	28	1
7	5	Liantronics	Airmedia China	25	1
8	6	WPP	Chemistry Media New Zealand, Maixunbytes China, Paipai China	21	3
9	7	Ruder Finn	Kyodo Public Relations China	8	1
10	8	Adfactors	Yorke Communications India	5	1
11	9	Ipinyou	Retail Solutions China	4	1
12=	10=	HLBN	No acquisition	0	0
12=	10=	Spearhead	No acquisition	0	0
12=	10=	BesTV	No acquisition	0	0
12=	10=	GDAD	No acquisition	0	0
				856	22

METHODOLOGY

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JULY

USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	SET Creative, Refinery29, Medialets	388	5
2	2	Dentsu	Atheletes First, Forbes Consulting Group	52	2
3	6	Publicis Groupe	Domani, Expedient	36	2
4	3	Tarsus	PAINWeek US	28	1
5	4	Informa	Dwell on Design	28	1
6	5	HCB	Topin & Associates US	21	1
7	7	Interpublic	Samba TV	18	1
8	8	R2integrated	Make Me Social	11	1
9	9	Penton	iNET Interactive	11	1
10=	10=	Havas	No acquisition	0	0
10=	10=	BlueFocus	No acquisition	0	0
10=	10=	Hakuhodo	No acquisition	0	0
10=	10=	McCann Worldgroup	No acquisition	0	0
10=	10=	Omnicom	No acquisition	0	0
10=	10=	M&C Saatchi	No acquisition	0	0
				592	15

METHODOLOGY

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CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	LEO Group	Wan Sheng Wei Ye, Mi Age	480	2
2	2	BlueFocus	Domob, Madhouse, Jianfei Tech	70	4
3	-	Simei	Aidekangsai (爱德康赛)	54	1
4	-	Accenture	PacificLink China HK	28	1
5	3	Liantronics	Airmedia	25	1
6	4	WPP	Maixunbytes, Paipai	13	2
7	5	Ruder Finn	Kyodo Public Relations	8	1
8	6	Ipinyou	Retail Solutions	4	1
9=	7=	Dentsu	No acquisition	0	0
9=	7=	Publicis Groupe	No acquisition	0	0
9=	7=	Adfactors	No acquisition	0	0
9=	7=	HLBN	No acquisition	0	0
9=	7=	Spearhead	No acquisition	0	0
9=	7=	GDAD	No acquisition	0	0
9=	7=	Keda	No acquisition	0	0
				681	13

METHODOLOGY

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JULY

BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
2	2	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	70	4
3	-	Simei	Aidekangsai (爱德康赛)	54	1
4	-	Accenture	PacificLink China HK	28	1
5	3	Liantronics	Airmedia China	25	1
6	4	Dentsu	WATConsult India	18	2
7	5	Publicis Groupe	Epic Communications South Africa	14	1
8	6	WPP	Maixunbytes China, Paipai China	13	2
9	7	Ruder Finn	Kyodo Public Relations China	8	1
10	8	Adfactors	Yorke Communications India	5	1
11	9	Ipinyou	Retail Solutions China	4	1
12=	10=	HLBN	No acquisition	0	0
12=	10=	Spearhead	No acquisition	0	0
12=	10=	Keda	No acquisition	0	0
12=	10=	GDAD	No acquisition	0	0
				719	17

METHODOLOGY

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2015 HOLDING COMPANY M&A NEW WINS

JULY

ACQUIRER	ACQUIREE (REGION)
WPP - Commarco	Nicole Weber Communications Germany
Dentsu - Dentsu Aegis Network	Mangham Gaxiola Singapore
Accenture - Accenture	PacificLink China
WPP - GroupM	directComm Turkey
Simei - Simei	Aidekangsai (爱德康赛) China
Dentsu - Dentsu Aegis Network	Redirect Digital Marketing Brazil
WPP - Wunderman Health	ABS Creative Belgium
BlueFocus - BlueFocus	Jiemian China
Dentsu - Dentsu Aegis Network	Synergy Medical Communications Japan
WPP - WPP	Chime Communications UK
Dentsu - Dentsu Aegis Network	Adams Media Ghana Limited Ghana
Dentsu - Dentsu Aegis Network	Premier Media Company GH Limited Ghana