

# 2015 HOLDING COMPANY M&A LEAGUE

NOVEMBER

## GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	Helder Marketing & Communicatie Netherlands, Yonder Media SA, Cleartag UAE, Essence UK, ManvsMachine UK	1,205	32
2	2	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
3	3	Havas	Symbiotix US, CSA & Intervalles FullSix France, Riverorchid Vietnam	479	8
4	4	Dentsu	ASPAC Phillipines, Band Pte. Ltd (Singapore) & Band Ltd (HK), Sensai US	361	23
5	5	Providence Equity	Clarion Events UK	336	1
6	6	Publicis Groupe	GSS Tel Aviv, PDI's CSO US, The Creative Council Group (TCC) South Africa	268	11
7	7	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
8	8	Montgomery Group	AidEx UK	84	1
9	9	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
10	-	Edelman	Ergo Kommunikation Germany	55	1
11	10	Sime	Aidekangsai (爱德康赛) China	54	1
12	11	Clarion	Urban Expositions US	32	1
13	12	Accenture	PacificLink China HK	28	1
14	13	Tarsus	PAINWeek US	28	1
15	14	DC Thomson	ShortList Media UK	27	1
				3,647	91

### 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)	NO. OF DEALS
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
2	2	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
3	3	Dentsu	Fountainhead India, Mangham Gaxiola Singapore, Flexmedia Thailand	102	9
4	4	Publicis Groupe	2DataFish Australia, Match Media Australia	78	2
5	5	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
6	6	Havas	Riverorchid Thailand	56	1
7	7	Simei	Aidekangsai (爱德康赛)	54	1
8	8	WPP	Alphabet Consulting India, nudeJEH Thailand, Rapid Media Service Australia	39	7
9	9	Accenture	PacificLink China HK	28	1
10	10	Liantronics	Airmedia China	25	1
11	-	Gravity4	Pixels Hong Kong	24	1
12	11	Serviceplan	Aquarius Asia HongKong	21	1
13	12	Ruder Finn	Kyodo Public Relations China	8	1
14	-	PwC	Fluid Hong Kong	6	1
15	13	Adfactors	Yorke Communications India	5	1
				1,136	36

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USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	OptimizeRx, SET Creative, Refinery29	392	6
2	2	Publicis Groupe	PDI's CSO, Domani, Expedient	69	3
3	3	Dentsu	Sensai, Atheletes First, Forbes Consulting Group	56	3
4	11=	Havas	Symbiotix	35	1
5	4	Clarion	Urban Expositions US	32	1
6	5	Tarsus	PAINWeek US	28	1
7	6	Informa	Dwell on Design	28	1
8	7	HCB	Topin & Associates US	21	1
9	8	Interpublic	Samba TV	18	1
10	9	R2integrated	Make Me Social	11	1
11	10	Penton	iNET Interactive	11	1
12	11=	BlueFocus	No acquisition	0	0
13	11=	Hakuhodo	No acquisition	0	0
14	11=	McCann Worldgroup	No acquisition	0	0
15	11=	Omnicom	No acquisition	0	0
				699	20

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## CHINA

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1	1	LEO Group	Wan Sheng Wei Ye, Mi Age	480	2
2	2	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
3	3	BlueFocus	Domob, Madhouse, Jianfei Tech	70	4
4	4	Simei	Aidekangsai (爱德康赛)	54	1
5	6	Dentsu	Band Pte. Ltd (Singapore) & Band Ltd (HK)	36	5
6	5	Accenture	PacificLink China HK	28	1
7	6	Liantronics	Airmedia	25	1
8	-	Gravity4	Pixels Hong Kong	24	1
9	7	Serviceplan	Aquarius Asia HongKong	21	1
10	8	WPP	Maixunbytes, Paipai	13	2
11	9	Ruder Finn	Kyodo Public Relations	8	1
12	-	PwC	Fluid Hong Kong	6	1
13	10	Ipinyou	Retail Solutions	4	1
14	11=	Dentsu	No acquisition	0	0
15	11=	Publicis Groupe	No acquisition	0	0
				908	24

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## BRICS

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1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
2	2	GMIC	Bluedoor Digital China, Shengguangxian-feng (省广先锋) China, JntMedia China	141	3
3	3	WPP	Yonder Media SA, Alphabet Consulting India, Ideal Group Brazil	81	6
4	4	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	70	4
5	5	Simei	Aidekangsai (爱德康赛)	54	1
6	6	Dentsu	Band Pte. Ltd (Singapore) & Band Ltd (HK), Pontomobi Brazil, Fountainhead India	36	5
7	7	Accenture	PacificLink China HK	28	1
8	8	Liantronics	Airmedia China	25	1
9	-	Gravity4	Pixels Hong Kong	24	1
10	9	Serviceplan	Aquarius Asia HongKong	21	1
11	10	Publicis Groupe	The Creative Council Group (TCC) South Africa, Epic Communications South Africa	16	2
12	11	Ruder Finn	Kyodo Public Relations China	8	1
13	-	PwC	Fluid Hong Kong	6	1
14	12	Adfactors	Yorke Communications India	5	1
15	13	Ipinyou	Retail Solutions China	4	1
				998	31

### METHODOLOGY

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# 2015 HOLDING COMPANY M&A NEW WINS

NOVEMBER

ACQUIRER	ACQUIREE (REGION)
Havas - Havas	Symbiotix US
WPP - Maxus	Helder Marketing & Communicatie Netherlands
WPP - GroupM	Yonder Media South Africa
Gravity4 - Gravity4	Pixels China
PwC - PwC	Fluid China
WPP - JWT	Cleartag UAE
Publicis - Publicis	Glickman Shamir Samsonov (GSS) Israel
The Mission Marketing Group - The Mission Marketing Group	Chapter UK
Edelman - Edelman	Ergo Kommunikation Germany
Dentsu - Dentsu Aegis Network	ASPAC Philippines
Dentsu - Dentsu Aegis Network	Band Pte. Ltd (Singapore) & Band Ltd (HK) Singapore/China
IPG - IPG	ADV (leading marketing communications group) Russia