



2017 HOLDING COMPANY M&A LEAGUE

April

GLOBAL

TOTAL DEAL VALUE (\$MN)

2,716

TOTAL DEAL NUMBER

127

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Band Interprise, Dwi Sapta Group, Blue-infinity, Grant Group, Leapfrog On-line, DIVISADERO, SVG Media Group	443	7
2	2	WPP	DT, Eightytwenty, Pmweb Comunicação, Shanghai Ogilvy & Mather Advertising, MediaCom India, Deeplocal	256	13
3	4	Accenture	SinnerSchrader, Kunstmaan	176	2
4	3	Ascential	MediaLink	112	1
5	-	CMC Capital Partners	Creative Artists Agency	105	1
6	-	Shenzhen Media Group (SZMG)	BEHE Adtech Solution	98	1
7	5	Econocom	Gigigo Group	84	1
8	6	Hakuhodo	Integrated Communications Group	84	1
9	7	GI Solutions Group	Eclipse Web	76	1
10	8	Interel	AMG	70	1
11	9	NEP Group	Avesco Group	63	1
12	10	Salesforce	Sequence	56	1
13	11	Time Inc	Adelphic	49	1
14	-	Stagwell Group	Targeted Victory, Wolfgang L.A., Scout	49	3
15	12	LDC	Fishawack Group	47	3

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.

ASIA PACIFIC

TOTAL DEAL VALUE (\$MN)	516
TOTAL DEAL NUMBER	24

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Grant Group, Band Interprise, Dwi Sapta Group, SVG Media Group	124	4
2	-	Shenzhen Media Group (SZMG)	BEHE Adtech Solution	97	1
3	2	Hakuhodo	Integrated Communications Group	84	1
4	3	WPP	DT, Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India, 3Ti Solutions	73	5
5	4	HNA Group	WE Marketing Group	29	1
6	5	M&C Saatchi	Bohemia	25	1
7	6	WE Communications	Red Bridge, WATATAWA	25	2
8	7	Tensyn (腾信)	He day Milky Way	15	1
9	8	Simei	Shanghai Zihai Yangtao	13	1
10	-	Finn Partners	Ying Communications, True Worth Consultants	13	2

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NORTH AMERICA

TOTAL DEAL VALUE (\$MN)

1,037

TOTAL DEAL NUMBER

63

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Ascential	MediaLink	112	1
2	-	CMC Capital Partners	Creative Artists Agency	105	1
3	2	Interel	AMG	70	1
4	3	Salesforce	Sequence	56	1
5	4	Time Inc	Adelphic	49	1
6	-	Dentsu	Leapfrog Online	49	1
7	-	Stagwell Group	Targeted Victory, Wolfgang L.A., Scout	49	3
8	7	WPP	Zubi Advertising Services, SubVRsive, Deeplocal	44	3
9	5	DMA Media	TheNewsMarket	43	1
10	-	Beringer Capital	Blue Acorn	42	1
11	6	Dolphin Digital	42West	28	1
12	8	Learfield Communications	Mogo Interactive	21	1
13	9	Axel Springer	ShareASale	21	1
14	-	Yelp	Turnstyle Analytics	20	1
15	10	Globant	Ratio	20	1

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CHINA

TOTAL DEAL VALUE (\$MN)	234
TOTAL DEAL NUMBER	8

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Shenzhen Media Group (SZMG)	BEHE Adtech Solution (璧合科技)	97	1
2	1	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting	63	3
3	2	HNA Group	WE Marketing Group (威汉营销)	29	1
4	3	WE Communications	Red Bridge	17	1
5	4	Tensyn (腾信)	He day Milky Way (瀚天星河)	15	1
6	5	Simei	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1

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EUROPE

TOTAL DEAL VALUE (\$MN)

1,122

TOTAL DEAL NUMBER

38

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Blue-infinity	270	2
2	3	Accenture	SinnerSchrader	176	2
3	2	WPP	Bruketa&Žinić, Eperium, Newsaccess, Eightytwenty	132	4
4	4	Econocom	Gigigo Group	84	1
5	5	GI Solutions Group	Eclipse Web	76	1
6	6	NEP Group	Avesco Group	63	1
7	7	LDC	Fishawack Group	47	1
8	8	Omnicom	Lucky Generals	45	1
9	9	Havas Group	Agence79	28	1
10	10	Zone Digital	HEAD	25	1
11	11	Webedia	Peach Digital	21	1
12	-	KKR	Hangar Seven	19	1
13	12	Four	Legend Engage, Insight Consulting Group	18	2
14	13	Altavia	Dekatlon Buzz	17	1
15	14	Valtech SE	People Interactive	15	1

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LATAM

TOTAL DEAL VALUE (\$MN)	42
TOTAL DEAL NUMBER	2

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Entravision Communications	Headway	35	1
2	2	WPP	Pmweb Comunicação	7	1

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