



# 2017 HOLDING COMPANY M&A LEAGUE

## GLOBAL

October 2017

YTD Deal Value (\$mn) **8,866**

YTD Deal Number **328**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Accenture</b>	SinnerSchrader, Kunstmaan, The Monkeys + MAUD, Media Hive, Intrepid, Clearhead, Brand Learning, Wire Stone, Matter, Altima	886	10
2	2	<b>WPP</b>	Catbird Seat, The Cocktail, Celtra, Mic Network, thjnk AG, Sensio, Within Unlimited, LOOM Media, hug digital, Design Bridge, DIS/PLAY, Gimlet Media, Pierry, Urban Vision, Fatherly, The Mighty, Enext	649	32
3	3	<b>Dentsu</b>	Accordant, Outfox Intelligence AB, Novus Asia, Grail, The Customer Framework, Gleam Futures, Aquila Insight, Sokrati Technologies, Little Giant Design Limited, People & Screens, FoxP2	546	20
4	4	<b>Advent International</b>	Williams Lea Tag, LocalBizNow (LBN)	507	2
5	-	<b>Cognizant</b>	Netcentric, Zone	252	2
6	5	<b>MCH Group</b>	MC2 ("MC-squared")	219	1
7	6	<b>RhythmOne</b>	RadiumOne, YuMe	213	2
8	7	<b>Providence Equity Partners LLC</b>	DoubleVerify	200	1
9	-	<b>Equistone Partners Europe</b>	Inspired Thinking Group	168	1
10	8	<b>Vector Capital</b>	Rocket Fuel	145	1
11	9	<b>RTL Group</b>	SpotX	145	1
12	10	<b>Deloitte</b>	Red Planet, Web Decisions LLC, Market Gravity, Acne	144	4
13	14	<b>Havas Group</b>	Mr Smith, BD Australia, Sorento, Agence79, SO What Global, Blink, The 88, GANFOOD, HVS	132	9
14	11	<b>BlueFocus</b>	Fuse Project, We Are Social, Fluent	126	3
15	12	<b>Snap</b>	Placed	125	1

### 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.

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# 2017 HOLDING COMPANY M&A LEAGUE

## NORTH AMERICA

October 2017

YTD Deal Value (\$mn) **4,806**  
YTD Deal Number **170**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Advent International</b>	Williams Lea Tag, LocalBizNow (LBN)	507	2
2	2	<b>Accenture</b>	Media Hive, Intrepid, Clearhead, Wire Stone, Matter	374	5
3	3	<b>MCH Group</b>	MC2 ("MC-squared")	219	1
4	4	<b>RhythmOne</b>	RadiumOne, YuMe	213	2
5	5	<b>Providence Equity Partners LLC</b>	DoubleVerify	200	1
6	6	<b>Vector Capital</b>	Rocket Fuel	145	1
7	7	<b>RTL Group</b>	SpotX	145	1
8	8	<b>Snap</b>	Placed	125	1
9	9	<b>Acosta</b>	Summit Marketing Canada, ActionLink	122	2
10	10	<b>BlueFocus</b>	Fuse Project, Fluent	116	2
11	13	<b>WPP</b>	Deeplocal, Marketplace Ignition, 88rising, Celtra, Mic Network, Within Unlimited, LOOM Media, Gimlet Media, Pierry, Fatherly, The Mighty	114	13
12	11	<b>Ascential</b>	MediaLink	112	1
13	12	<b>CMC Capital Partners</b>	Creative Artists Agency	105	1
14	14	<b>Stagwell Group</b>	Targeted Victory, Wolfgang L.A., Scout, MMI AGENCY, Mobile Research Assets From Nielsen, CAA Marketing	103	6
15	15	<b>Harland Clarke Holdings</b>	MaxPoint Interactive	95	1

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# 2017 HOLDING COMPANY M&A LEAGUE

## EUROPE

October 2017

YTD Deal Value (\$mn) **2,691**  
YTD Deal Number **85**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	3	<b>Accenture</b>	Kunstmaan, SinnerSchrader, Brand Learning, Altima	456	4
2	1	<b>WPP</b>	Eperium, Newsaccess, Eightytwenty, Bruketa&Žinić, Catbird Seat, The Cocktail, thjnk AG, Sensio, Design Bridge, DIS/PLAY, Urban Vision	445	11
3	2	<b>Dentsu</b>	blue-infinity, DIVISADERO, media.at, SesliHarfler, Outfox Intelligence AB, The Customer Framework, Gleam Futures, Aquila Insight, People & Screens	314	9
4	-	<b>Cognizant</b>	Netcentric, Zone	252	2
5	-	<b>Equistone Partners Europe</b>	Inspired Thinking Group	168	1
6	4	<b>Deloitte</b>	Red Planet, Market Gravity, Acne	137	3
7	5	<b>Econocom</b>	Gigigo Group	84	1
8	6	<b>GI Solutions Group</b>	Eclipse Web	76	1
9	7	<b>NEP Group</b>	Avesco Group	63	1
10	8	<b>Omnicom</b>	Lucky Generals, Verve Search	62	2
11	9	<b>PwC</b>	Pond	49	1
12	10	<b>LDC</b>	Fishawack Group	47	1
13	11	<b>IPG</b>	Vlrta, Salt, 101	34	3
14	12	<b>Havas Group</b>	Agence79, SO What Global	34	2
15	13	<b>Infosys</b>	Brilliant Basics	34	1

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# 2017 HOLDING COMPANY M&A LEAGUE

## ASIA PACIFIC

October 2017

YTD Deal Value (\$mn) **1,178**  
YTD Deal Number **61**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Dentsu</b>	Grant Group, Band Interprise, Dwi Sapta Group, SVG Media Group, Accordant, Novus Asia, Sokrati Technologies, Little Giant Design Limited	152	8
2	2	<b>Shenzhen Media Group (SZMG)</b>	BEHE Adtech Solution	97	1
3	3	<b>Olympus Capital Asia</b>	Yuanyu Radio (China) Co. Ltd	90	1
4	4	<b>Hakuhodo</b>	Integrated Communications Group	84	1
5	5	<b>Guangdong Advertising Group</b>	Shanghai Tuochang	76	1
6	6	<b>WPP</b>	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India, 3Ti Solutions	73	5
7	7	<b>Accenture</b>	The Monkeys + MAUD	56	1
8	-	<b>Smartt</b>	Sprintserve Net	42	1
9	8	<b>HNA Group</b>	WE Marketing Group	29	1
10	-	<b>IBM</b>	Vivant Digital	28	1
11	9	<b>Geronimo</b>	Tapit Media, Digital Media Group (DMG)	28	2
12	10	<b>Melbourne IT</b>	WME Group	28	1
13	11	<b>M&amp;C Saatchi</b>	Bohemia	25	1
14	12	<b>WE Communications</b>	Red Bridge, WATATAWA	25	2
15	13	<b>RXP Services</b>	The Works	25	1

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# 2017 HOLDING COMPANY M&A LEAGUE

## CHINA

October 2017

YTD Deal Value (\$mn)	440
YTD Deal Number	14

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Shenzhen Media Group (SZMG)</b>	BEHE Adtech Solution (璧合科技)	97	1
2	2	<b>Olympus Capital Asia</b>	Yuanyu Radio (China) Co. Ltd (远誉广告)	90	1
3	3	<b>Guangdong Advertising Group</b>	Shanghai Tuochang (上海拓畅)	76	1
4	4	<b>WPP</b>	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, 3Ti Solutions	63	3
5	5	<b>HNA Group</b>	WE Marketing Group (威汉营销)	29	1
6	6	<b>WE Communications</b>	Red Bridge	17	1
7	7	<b>Tensyn (腾信)</b>	He day Milky Way (瀚天星河)	15	1
8	8	<b>Shunya International</b>	inke.tv (映客直播)	14	1
9	9	<b>Teneo Holdings</b>	Ryan Communication	14	1
10	10	<b>Simei</b>	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1

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## 2017 HOLDING COMPANY M&A LEAGUE

### LATAM

October 2017

YTD Deal Value (\$mn) **136**

YTD Deal Number **5**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Bertram Capital</b>	DoubleDigit	78	1
2	2	<b>Entravision Communications</b>	Headway, DataXpand	46	2
3	3	<b>WPP</b>	Pmweb Comunicação, Enext	11	2

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