

CREATIVE AGENCIES NEW BUSINESS LEAGUE

Korea/ May 2014

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) |
|-----------------|-----------------|-------------------|--|--------------------------------------|--------------------------------|---|
| 1 | 1 | McCann WorldGroup | Perfetti Project, Jack Wolfskin, Winix, CJ Food Project | 3.51 | | 3.51 |
| 2 | 3 | JWT | Electronic Client | 1.86 | | 1.86 |
| 3 | 2 | Grey Group | Dermatix Project, Menarini (Full Care) Project, Heineken Project | 1.85 | | 1.85 |
| 4 | 4 | Leo Burnett | Renault Samsung Motors Project | 0.88 | | 0.88 |
| 5 | 7 | BBDO | Maeil Dairy Project, Airbnb, MG Insurance Project | 0.73 | | 0.73 |
| 6 | 5 | DDB | Google media, KGB Beer, Pfizer | 0.67 | | 0.67 |
| 7 | 6 | Ogilvy | Tiffany & Co., Baush+Lomb Project | 0.60 | | 0.60 |
| 8 | 8 | Lowe | FrieslandCampina | 0.20 | | 0.20 |
| 9= | 9= | TBWA | | 0.00 | | 0.00 |
| 9= | 9= | Dentsu | | 0.00 | | 0.00 |
| 9= | 9= | DraftFCB | | 0.00 | | 0.00 |
| 9= | 9= | Havas Worldwide | | 0.00 | | 0.00 |
| 9= | 9= | Bates | | 0.00 | | 0.00 |
| 9= | 9= | Saatchi & Saatchi | | 0.00 | | 0.00 |
| 15 | 15 | Y&R | | 0.00 | Microsoft CRM | (0.10) |
| 16 | 16 | Publicis | | 0.00 | Renault Samsung Motors Project | (0.50) |

MEDIA AGENCIES NEW BUSINESS LEAGUE

Korea/ May 2014

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) |
|-----------------|-----------------|-------------------|---|--------------------------------------|---------------------|---|
| 1 | 2 | Vizeum | IKEA Korea, BMW Korea | 1.17 | | 1.17 |
| 2 | 1 | Universal McCann | LG Fashion, Regus Project, CJ Media Project, T Cast Project | 1.08 | | 1.08 |
| 3 | 3 | Carat | Samsung (Digital Project), Mastercard | 0.99 | | 0.99 |
| 4 | 4 | MediaCom | K2 Eider | 0.95 | | 0.95 |
| 5 | 6= | ZenithOptimedia | HK Bank, Swarovski, Oxford Path | 0.74 | | 0.74 |
| 6 | 5 | OMD | Independent Liquor, Tourism Australia | 0.37 | | 0.37 |
| 7 | 6= | MEC | CJ E&M, Avene | 0.19 | | 0.14 |
| 8 | 8 | PHD | H&M, Airbnb | 0.08 | | 0.08 |
| 9 | 9 | Initiative | | 0.00 | | 0.00 |
| 10 | 10 | Dentsu Media | JOE FRESH, Fuji Xerox Project, Okinawa Tourism Project | 0.12 | OFFROAD | (0.11) |
| 11 | 11 | Havas Media | | 0.00 | Mundipharma Project | (0.15) |
| 12 | 12 | Starcom MediaVest | | 0.00 | Microsoft | (0.63) |

The R3 New Business League has been compiled each of the last 141 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.