

2015 HOLDING COMPANY M&A LEAGUE

JUNE

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480
2	2	WPP	Hirschen Germany, Chemistry Media New Zealand, Greenhouse Group B.V Netherland, SET Creative US	471
3	3	Providence Equity	Clarion Events UK	336
4	4	Dentsu	eCommera UK, John Brown Media UK, Marketing Wizards Poland	308
5	5	Publicis Groupe	Domani US, Match Media Australia, Relaxnews France	145
6	6	Montgomery Group	AidEx UK	84
7	7	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	64
8	8	Havas	Just:: Health Communications UK, EGC & Associates France, Plastic Mobile Canada	62
9	9	Tarsus	PAINWeek US	28
10	10	DC Thomson	ShortList Media UK	27
11	11	Liantronics	Airmedia China	25
12	12	R2integrated	Make Me Social US	25
13	13	Omnicom	TLGG Germany	21
14	14	HCB	Topin & Associates US	21
15	15	Interpublic	Samba TV US	18
				2,114

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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ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480
2	2	Dentsu	Flexmedia Thailand, BWM Group Australia, Soap Crearive Australia	90
3	3	Publicis Groupe	Match Media Australia	71
4	4	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	64
5	5	Liantronics	Airmedia China	25
6	6	WPP	Chemistry Media New Zealand, Maixunbytes China, Paipai China	21
7	-	Ruder Finn	Kyodo Public Relations China	8
8	7	Adfactors	Yorke Communications India	5
9	8	Ipinyou	Retail Solutions China	4
10	9	HLBN	No acquisition	0
11	10	Spearhead	No acquisition	0
12	11	BesTV	No acquisition	0
13	12	GDAD	No acquisition	0
14	13	Keda	No acquisition	0
15	15	Hakuhodo	No acquisition	0
				768

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USA

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

METHODOLOGY

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JUNE

CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye, Mi Age	480
2	2	BlueFocus	Domob, Madhouse, Jianfei Tech	64
3	3	Liantronics	Airmedia	25
4	4	WPP	Maixunbytes, Paipai	13
5	-	Ruder Finn	Kyodo Public Relations	8
6	5	Ipinyou	Retail Solutions	4
7=	6=	Dentsu	No acquisition	0
7=	6=	Publicis Groupe	No acquisition	0
7=	6=	Adfactors	No acquisition	0
7=	6=	HLBN	No acquisition	0
7=	6=	Spearhead	No acquisition	0
7=	6=	GDAD	No acquisition	0
7=	6=	Keda	No acquisition	0
7=	6=	New Culture	No acquisition	0
7=	6=	Omnicom	No acquisition	0
				594

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.

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JUNE

BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480
2	2	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	64
3	3	Liantronics	Airmedia China	25
4	4	Dentsu	WATConsult India	17
5	5	Publicis Groupe	Epic Communications South Africa	14
6	6	WPP	Maixunbytes China, Paipai China	13
7	-	Ruder Finn	Kyodo Public Relations China	8
8	7	Adfactors	Yorke Communications India	5
9	8	Ipinyou	Retail Solutions China	4
10=	9	HLBN	No acquisition	0
10=	9	Spearhead	No acquisition	0
10=	9	Keda	No acquisition	0
10=	9	GDAD	No acquisition	0
10=	9	New Culture	No acquisition	0
10=	9	Omnicom	No acquisition	0
				630

METHODOLOGY

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2015 HOLDING COMPANY M&A NEW WINS

JUNE

ACQUIRER	ACQUIREE (REGION)
Dentsu - Isobar	eCommera UK
MDS Partners - KBS	Kenna Canada
WPP - JWT	Hirschen Germany
Publicis - BBH	Domani US
WPP - Group M	Chemistry Media New Zealand
WPP - Group M	Greenhouse Group B.V Netherlands
Havas - Havas PR	Just:: Health Communications UK
WPP - WPP	SET Creative US
Ruder Finn - Ruder Finn	Kyodo Public Relations (China Business) China
Next 15 - Next 15	Encore Digital Media UK
Tarsus - Tarsus	AMB Group Cambodia
BlueFocus - BlueFocus	Domob Limited China
BlueFocus - BlueFocus	Madhouse Inc. China