

# 2015 HOLDING COMPANY M&A LEAGUE

AUGUST

## GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	nudeJEH Thailand, Rapid Media Service Australia, Webling Interactive Australia, Chime UK	938	22
2	2	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
3	3	Providence Equity	Clarion Events UK	336	1
4	4	Dentsu	Premier Media Ghana, Adams Media Ghana, Synergy Medical Communications Japan, Redirect Digital Marketing Brazil	331	17
5	5	Publicis Groupe	2DataFish Australia, Domani US, Match Media Australia	152	8
6	8	Havas	Riverorchid Vietnam, Just:: Health Communications UK, EGC & Associates France	118	4
7	6	Montgomery Group	AidEx UK	84	1
8	7	BlueFocus	Jiemian China, Domob China, Mad-house China	70	4
9	9	Simei	Aidekangsai (爱德康赛)	54	1
10	-	Clarion	Urban Expositions US	32	1
11	10	Accenture	PacificLink China HK	28	1
12	11	Tarsus	PAINWeek US	28	1
13	12	DC Thomson	ShortList Media UK	27	1
14	13	Liantronics	Airmedia China	25	1
15	14	R2integrated	Make Me Social US	25	1
				2,726	66

### 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	Dentsu	Mangham Gaxiola Singapore, Flexmedia Thailand, BWM Group Australia	90	6
3	3	Publicis Groupe	2DataFish Australia, Match Media Australia	78	2
4	4	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
5	-	Havas	Riverorchid Thailand	56	1
6	5	Simei	Aidekangsai (爱德康赛)	54	1
7	8	WPP	nudeJEH Thailand, Rapid Media Service Australia, Webling Interactive Australia	36	6
8	6	Accenture	PacificLink China HK	28	1
9	7	Liantronics	Airmedia China	25	1
10	9	Ruder Finn	Kyodo Public Relations China	8	1
11	10	Adfactors	Yorke Communications India	5	1
12	11	Ipinyou	Retail Solutions China	4	1
13=	12=	Spearhead	No acquisition	0	0
14=	12=	BesTV	No acquisition	0	0
15=	12=	GDAD	No acquisition	0	0
				933	27

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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	SET Creative, Refinery29, Medialets	388	5
2	2	Dentsu	Atheletes First, Forbes Consulting Group	52	2
3	3	Publicis Groupe	Domani, Expedient	36	2
4	-	Clarion	Urban Expositions US	32	1
5	4	Tarsus	PAINWeek US	28	1
6	5	Informa	Dwell on Design	28	1
7	6	HCB	Topin & Associates US	21	1
8	7	Interpublic	Samba TV	18	1
9	8	R2integrated	Make Me Social	11	1
10	9	Penton	iNET Interactive	11	1
11=	10=	Havas	No acquisition	0	0
11=	10=	BlueFocus	No acquisition	0	0
11=	10=	Hakuhodo	No acquisition	0	0
11=	10=	McCann Worldgroup	No acquisition	0	0
11=	10=	Omnicom	No acquisition	0	0
				623	16

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AUGUST

## CHINA

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1	1	LEO Group	Wan Sheng Wei Ye, Mi Age	480	2
2	2	BlueFocus	Domob, Madhouse, Jianfei Tech	70	4
3	-	Simei	Aidekangsai (爱德康赛)	54	1
4	-	Accenture	PacificLink China HK	28	1
5	3	Liantronics	Airmedia	25	1
6	4	WPP	Maixunbytes, Paipai	13	2
7	5	Ruder Finn	Kyodo Public Relations	8	1
8	6	Ipinyou	Retail Solutions	4	1
9=	7=	Dentsu	No acquisition	0	0
9=	7=	Publicis Groupe	No acquisition	0	0
9=	7=	Adfactors	No acquisition	0	0
9=	7=	HLBN	No acquisition	0	0
9=	7=	Spearhead	No acquisition	0	0
9=	7=	GDAD	No acquisition	0	0
9=	7=	Keda	No acquisition	0	0
				681	13

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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	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	70	4
3	-	Simei	Aidekangsai (爱德康赛)	54	1
4	-	Accenture	PacificLink China HK	28	1
5	3	Liantronics	Airmedia China	25	1
6	4	Dentsu	WATConsult India	18	2
7	5	Publicis Groupe	Epic Communications South Africa	14	1
8	6	WPP	Maixunbytes China, Paipai China	13	2
9	7	Ruder Finn	Kyodo Public Relations China	8	1
10	8	Adfactors	Yorke Communications India	5	1
11	9	Ipinyou	Retail Solutions China	4	1
12=	10=	HLBN	No acquisition	0	0
12=	10=	Spearhead	No acquisition	0	0
12=	10=	Keda	No acquisition	0	0
12=	10=	GDAD	No acquisition	0	0
				719	17

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## 2015 HOLDING COMPANY M&A NEW WINS

AUGUST

ACQUIRER	ACQUIREE (REGION)
WPP - JWT Australia	Webling Interactive Australia
WPP - Mediacom	Rapid Media Service Australia
Four Communications - Four Communications	Broadgate Mainland UK
Publicis - Razorfish Global	2DataFish Australia
WPP - Grey Group	nudeJEH Thailand
Clarion - Clarion	Urban Expositions US
Havas - Havas	Riverorchid Vietnam