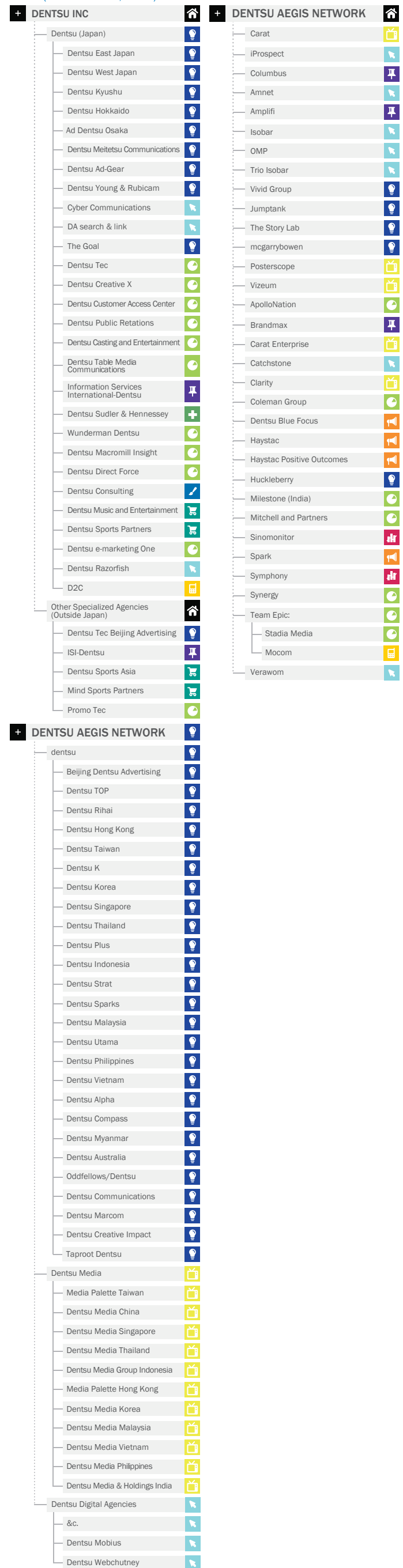


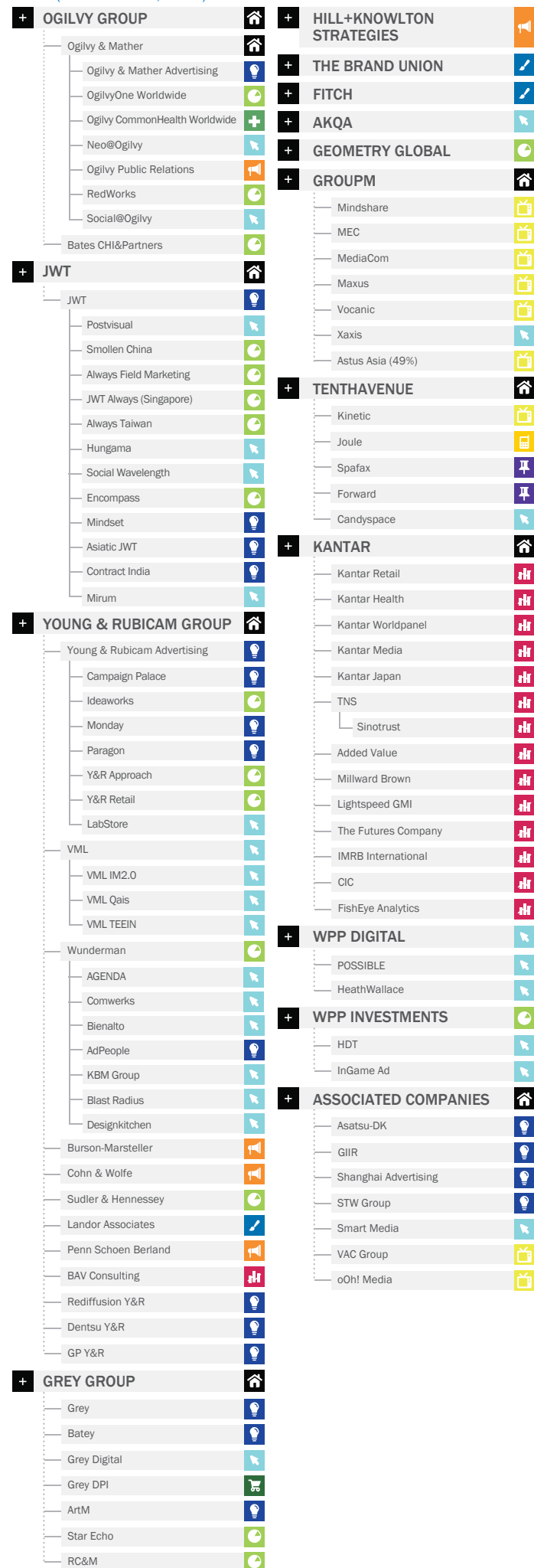
AGENCY FAMILY TREE TOP 10

2015
ASIA-PACIFIC

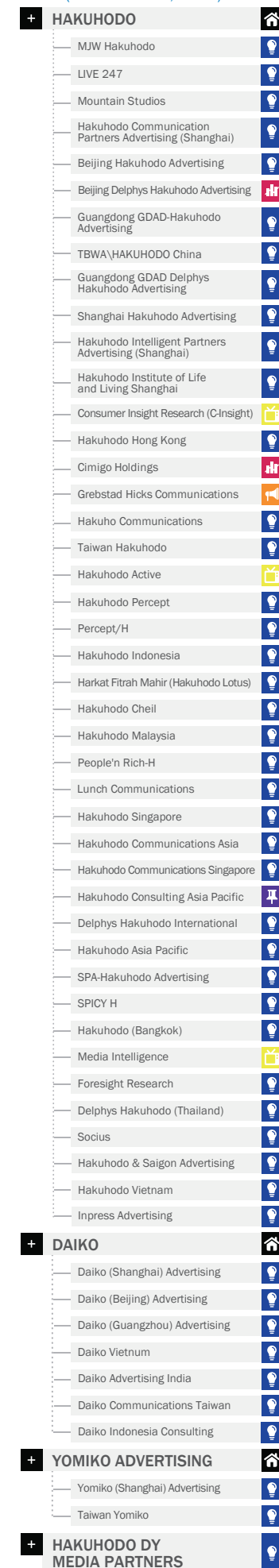
+ DENTSU (Revenue US 5,073M)



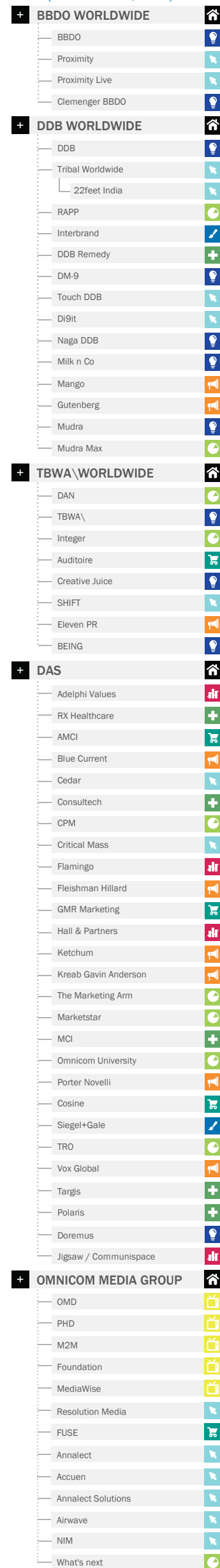
+ WPP (Revenue US 2,885M)



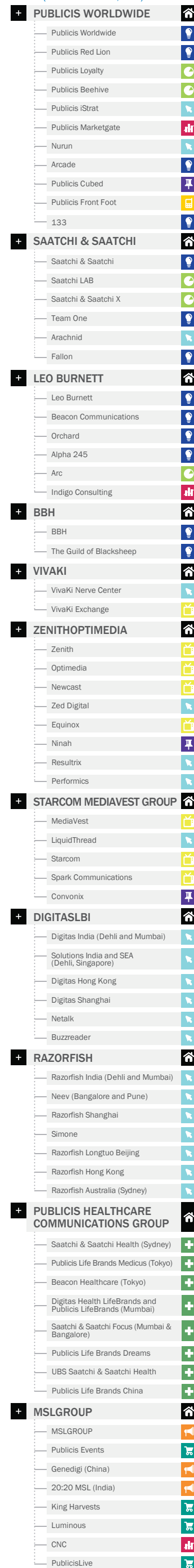
+ HAKUHODO (Revenue US 2,289M)



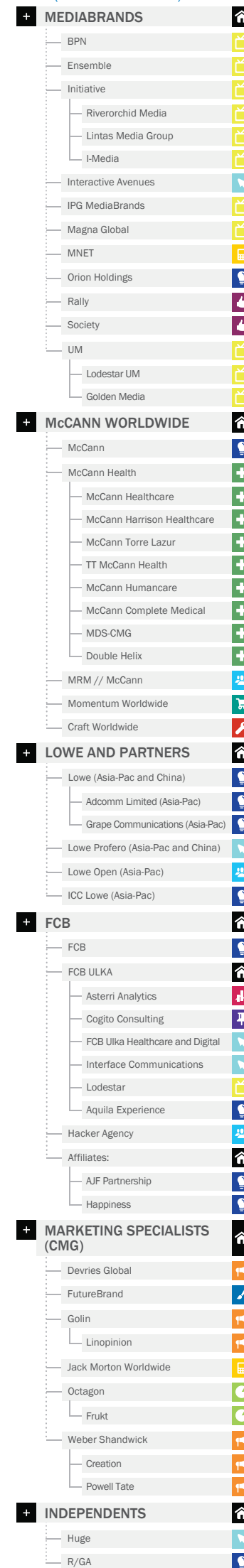
+ OMNICOM (Revenue US 1,648M)



+ PUBLICISGROUPE (Revenue US 1,138)



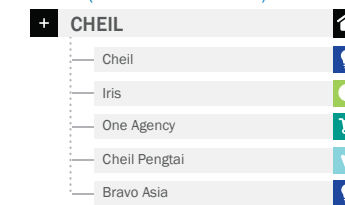
+ INTERPUBLIC (Revenue US 871M)



+ ASATSU-DK (Revenue US 654M)



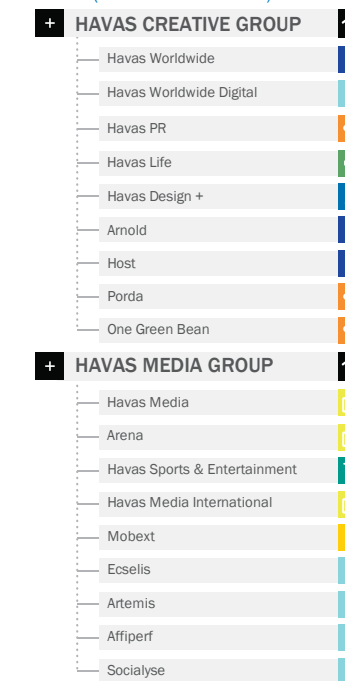
+ CHEIL (Revenue US 545M)



+ BLUEFOCUS (Revenue US 407M)



+ HAVAS (Revenue US 162M)



- AGENCY GROUP
- ADVERTISING
- BRANDING & IDENTITY
- CRM
- DIGITAL
- EXPERIENTIAL MARKETING
- HEALTHCARE
- MARKETING SERVICES
- MEDIA
- MOBILE
- PR
- PRODUCTION SERVICES
- RESEARCH
- SEO/SEM
- SOCIAL MEDIA
- OTHER SERVICES

AGENCY TREES REVENUE ESTIMATES

- > All revenue is from company reports, estimated by R3 for Full Year 2014
- > Japanese agencies are based on Calendar 2014
- > For private companies, revenue is R3 estimate
- > Conversions to US\$ is as Dec 13th, 2014