

2015 HOLDING COMPANY M&A LEAGUE

SEPTEMBER

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	Ideal Group Brazil, Jüssi Brazil, nudeJEH Thailand, Rapid Media Service Australia	1,001	24
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	The Creative Council Group (TCC) South Africa, 2DataFish Australia, Domani US	222	9
6	6	Havas	FullSix France, Riverorchid Vietnam, Just:: Health Communications UK	193	5
7	-	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
8	7	Montgomery Group	AidEx UK	84	1
9	8	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
10	9	Simei	Aidekangsai (爱德康赛) China	54	1
11	10	Clarion	Urban Expositions US	32	1
12	11	Accenture	PacificLink China HK	28	1
13	12	Tarsus	PAINWeek US	28	1
14	13	DC Thomson	ShortList Media UK	27	1
15	14	Liantronics	Airmedia China	25	1
				3,051	72

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)	NO. OF DEALS
1	1	LEO Group	Wan Sheng Wei Ye China, Mi Age China	480	2
2	-	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
3	2	Dentsu	Mangham Gaxiola Singapore, Flexmedia Thailand, BWM Group Australia	90	6
4	3	Publicis Groupe	2DataFish Australia, Match Media Australia	78	2
5	4	BlueFocus	Jiemian China, Domob China, Madhouse China	70	4
6	5	Havas	Riverorchid Thailand	56	1
7	6	Simei	Aidekangsai (爱德康赛)	54	1
8	7	WPP	nudeJEH Thailand, Rapid Media Service Australia, Webbing Interactive Australia	36	6
9	8	Accenture	PacificLink China HK	28	1
10	9	Liantronics	Airmedia China	25	1
11	-	Serviceplan	Aquarius Asia HongKong	21	1
12	10	Ruder Finn	Kyodo Public Relations China	8	1
13	11	Adfactors	Yorke Communications India	5	1
14	12	Ipinyou	Retail Solutions China	4	1
15	13	Spearhead	No acquisition	0	0
				1,096	31

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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	4	Clarion	Urban Expositions US	32	1
5	5	Tarsus	PAINWeek US	28	1
6	6	Informa	Dwell on Design	28	1
7	7	HCB	Topin & Associates US	21	1
8	8	Interpublic	Samba TV	18	1
9	9	R2integrated	Make Me Social	11	1
10	10	Penton	iNET Interactive	11	1
11	11	Havas	No acquisition	0	0
12	12	BlueFocus	No acquisition	0	0
13	13	Hakuhodo	No acquisition	0	0
14	14	McCann Worldgroup	No acquisition	0	0
15	15	Omnicom	No acquisition	0	0
				623	16

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CHINA

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, Mi Age	480	2
2	-	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
3	2	BlueFocus	Domob, Madhouse, Jianfei Tech	70	4
4	3	Simei	Aidekangsai (爱德康赛)	54	1
5	4	Accenture	PacificLink China HK	28	1
6	5	Liantronics	Airmedia	25	1
7	-	Serviceplan	Aquarius Asia HongKong	21	1
8	6	WPP	Maixunbytes, Paipai	13	2
9	7	Ruder Finn	Kyodo Public Relations	8	1
10	8	Ipinyou	Retail Solutions	4	1
11=	9=	Dentsu	No acquisition	0	0
11=	9=	Publicis Groupe	No acquisition	0	0
11=	9=	Adfactors	No acquisition	0	0
11=	9=	HLBN	No acquisition	0	0
11=	9=	Spearhead	No acquisition	0	0
				843	17

METHODOLOGY

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BRICS

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	-	GMIC	Bluedoor Digital China, Shengguangxianfeng (省广先锋) China, JntMedia China	141	3
3	7	Publicis Groupe	The Creative Council Group (TCC) South Africa, Epic Communications South Africa	84	2
4	8	WPP	Ideal Group Brazil, Jüssi Brazil, Maixunbytes China	76	4
5	2	BlueFocus	Domob China, Madhouse China , Jianfei Tech China	70	4
6	3	Simei	Aidekangsai (爱德康赛)	54	1
7	4	Accenture	PacificLink China HK	28	1
8	5	Liantronics	Airmedia China	25	1
9	-	Serviceplan	Aquarius Asia HongKong	21	1
10	6	Dentsu	WATConsult India	18	2
11	9	Ruder Finn	Kyodo Public Relations China	8	1
12	10	Adfactors	Yorke Communications India	5	1
13	11	Ipinyou	Retail Solutions China	4	1
14=	12=	HLBN	No acquisition	0	0
14=	12=	Spearhead	No acquisition	0	0
				1,014	24

METHODOLOGY

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2015 HOLDING COMPANY M&A NEW WINS

SEPTEMBER

ACQUIRER	ACQUIREE (REGION)
M&C Satchi - M&C Satchi	Inspi(RED) Turkey
Publicis - Publicis	The Creative Council Group (TCC) South Africa
WPP - Ogilvy	Ideal Group Brazil
WPP - Ogilvy	Jüssi (Jüssi Intention Marketing Ltda) Brazil
GMIC - GMIC	Bluedoor Digital China
GMIC - GMIC	Shengguangxianfeng (省广先锋) China
GMIC - GMIC	JntMedia (晋拓文化) China
Serviceplan - Serviceplan	Aquarius Asia HongKong
Edelman - Edelman	Smithfield UK
Havas - Havas	FullSix France