AGENCY FAMILY TREE TOP 10

2013
ASIA-PACIFIC

AEGIS
(Revenue US 771M)

- AEGIS MEDIA
  - Carat
  - Vizeum
  - Catchstone
  - Isobar
    - wwwinsisobar
    - Filefix
    - IF
    - Ion
    - The Upper Storey (TUS)
    - OMP
    - Mediatrac
    - Visual Jazz
  - Iprospect
    - Hablar
    - Communicate 2 (C2)
    - Globlet
    - Adsit
    - Pzoom
  - Posterscope
    - Heartland Media
  - Charm China (17.7% ownership)
  - Jumptank
  - Mitchell & Partners
  - emitch
  - Columbus
  - CATCH! Media
  - Rodeo
  - The Social Hatch
  - Insite Organization
  - Stadia Media
  - Coleman Group
  - Picture This! Productions
  - Mocom
  - Spark
  - Haystac
  - Haystac Positive Outcomes
  - Apollo Marketing
  - Synergy
  - Symphony
  - Impact Live
  - Vivid Group
  - Agile
  - Safecom

ASATSU-DK
(Revenue US 658M)

- ASATSU-DK
  - ADK International
  - ASP
  - ADK Dialog
  - Kyowa Kikaku
  - ADK Arts
  - Drill
  - Right Song Music Pbulishing
  - Eiken
  - Nihon Ad Systems
  - Nihon Bungeisha
  - ADK Digital Communication
  - BOYS
  - DA Searoh & Link
  - TOP INC.

CHEIL
(Revenue US 472M)

- CHEIL
  - Cheil
  - BMB
  - One Agency
  - The Barbarian Group
  - OpenTide
  - Bravo Asia
  - McKinney

HAKUHODO
(Revenue US 1,977M)

- HAKUHODO
  - Mountain Studios
  - MJW Hakuhodo
  - Shanghai Hakuhodo
  - Beijing Hakuhodo
  - Hakuhodo Communication Partners Advertising(Shanghai)
  - Beijing Delphys Hakuhodo
  - Guangdong GDAD-Hakuhodo
  - TBWA\HAKUHODO China
  - Guangdong GDAD Delphys Hakuhodo
  - Shanghai Advertising
  - Hakuhodo Institute of Life and Living Shanghai
  - Hakuhodo Hong Kong
  - Hakuhodo Communications
  - Taiwan Hakuhodo Media
  - Hakuhodo Percept
  - Percept/H
  - PT Hakuhodo Indonesia
  - PT Harkat Fitrah Mahir
  - Hakuhodo Cheil
  - Hakuhodo Malaysia
  - People'n Rich-H
  - Hakuhodo Singapore
  - Hakuhodo Asia Pacific
  - Thai Hakuhodo
  - Spa-Hakuhodo
  - Hakuhodo & Saigon
  - Hakuhodo Vietnam
  - Inpress Advertising
  - Percept Gulf

HAVAS
(Revenue US 157M)

- HAVAS WORLDWIDE
  - Havas Worldwide
  - Porda
- HAVAS MEDIA
  - MPG
  - Havas Sports&Entertainment
  - Havas Digital
  - Arena media
  - Media Contacts
  - Iattitud
  - iGlue
  - mobext
  - One to One
  - n2
  - Archibald Ingall Scretton
- Arnold

INTERPUBLIC
(Revenue US 778M)

- McCANN WORLDGROUP
  - McCann Erickson
  - MRM Worldwide
  - Momentum
  - McCann Healthcare Worldwide
  - Worldgroup EXP
- LOWE+ PARTNERS WORLDWIDE
  - Lowe
  - Open
- DRAFTFCB
- CMG
  - Weber Shandwick
  - Golin Harris
  - Jack Morton
  - FutureBrand
  - Octagon
- IPG MEDIABRANDS
  - Magna
  - UM
  - Initiative
  - Reprise Media
  - Geomentum
  - Ansible
  - J3
  - Cadreon
  - Orion
  - Ensemble
  - Shopper Sciences

DENTSU
(Revenue US 4,093M)

- DENTSU (Japan)
  - Dentsu Young & Rubicam
  - Dentsu Sudler & Hennessey
  - Wunderman Dentsu
  - Cyber Communications
  - The Goal
  - Dentsu Tec
  - Dentsu Macromill
  - Dentsu Casting and Entertainment
  - Dentsu Direct Force
  - Dentsu Consulting
  - Dentsu Music and Entertainment
  - Dentsu Sports Partners
  - DA search & link
  - Dentsu e-marketing One
  - Dentsu Razorfish
  - D2C
  - Information Services International-Dentsu
- Advertising Agencies (Outside Japan)
  - Beijing Dentsu Advertising
  - Dentsu TOP
  - Beijing Oriental Rihai Advertising
  - Dentsu McGarry Bowen Shanghai
  - Dentsu Hong Kong
  - Dentsu Taiwan
  - Dentsu Kuohua
  - Dentsu Korea
  - Phoenix Communications
  - Dentsu Singapore
  - Dentsu Thailand
  - Dentsu Plus
  - Dentsu Indonesia
  - Dentsu Strat
  - Dentsu Malaysia
  - Dentsu Utama
  - Dentsu Philippines
  - Dentsu Vietnam
  - Dentsu Alpha
  - Dentsu Australia
  - Dentsu Communications
  - Dentsu Marcom
  - Dentsu Creative Impact
  - Taproot India Communication
- Dentsu Media Network
  - Media Palette Taiwan
  - Dentsu Media China
  - Dentsu Media Singapore
  - Dentsu Media Thailand
  - Dentsu Media Group Indonesia
  - Media Palette Hong Kong
  - Dentsu Media Korea
  - Dentsu Media & Holdings India
  - Dentsu Media Malaysia
  - Dentsu Media Vietnam
- Dentsu Digital Agencies
  - &c.
  - Dentsu Mobius
- Other Specialized Agencies
  - Dentsu BlueFocus Public Relations Consulting
  - Sinomonitor International
  - X-Line Hypermedia
  - Dentsu Sports Asia
  - Mind Sports Partners
  - Dentsu Tec Beijing Advertising
  - Promo Tec
  - ISI-Dentsu

OMNICOM
(Revenue US 1,548M)

- BBDO WORLDWIDE
  - BBDO
  - Proximity
  - Proximity Live
  - Shunya
  - Clemenger BBDO
- DDB WORLDWIDE
  - DDB
  - Tribal DDB
  - RAPP
  - Interbrand
  - Mudra Group
  - Mudra Max
- TBWA\WORLDWIDE
  - TEQUILA
  - TBWA\Hakuhodo
  - Integer
  - Auditoire
  - E-Graphics
  - Creative Juice
  - SHIFT
  - Eleven PR
- DAS
  - Adelphi
  - Adelphi Values
  - Agency RX
    - MCI
  - AMCI
  - Beanstalk
  - Bernard Hodes
  - Blue Current
  - Consultech
  - CPM
  - DOMO Communications
  - Doremus
  - Enterprise Spectrum
  - Flamingo
  - Fleishman Hillard
  - GMR Marketing
  - Hall & Partners
  - Ketchum
  - Kreab Gavin Anderson
  - Marketstar
  - Omnicom University
  - Polaris
  - Porter Novelli
  - Cosign
  - Siegel + Gale
  - Targis
  - Vox Global
  - Wolff Olins
- OMNICOM MEDIA GROUP
  - OMD
  - NIM
  - OMD Digital
  - M2M
  - PHD
  - PHD IQ
  - Flow Digital
  - FUSE
  - Annalect
  - Accuen

PUBLICIS
(Revenue US 996M)

- PUBLICIS WORLDWIDE
  - Publicis
  - Red Lion
  - Publicis Ambiance
  - Publicis Capital
  - Publicis Mojo
  - Publicis G4 China
  - Publicis Dialog
  - Publicis Betterway China
  - Publicis Modem
  - Portfolio
- SAATCHI & SAATCHI
  - Saatchi & Saatchi
  - Saatchi LAB
  - Saatchi & Saatchi X
  - Team One
  - Arachnid
- LEO BURNETT
  - Leo Burnett
  - Beacon Communications
  - EmporioAsia Leo Burnett
  - Orchard
  - Alpha 245
  - Arc
  - Yong Yang
  - Indigo Consulting
- FALLON
  - Fallon
- BBH
  - BBH
- VIVAKI
  - VivaKi Nerve Center
  - VivaKi Exchange
  - Solutions | Digitas
  - Phonevalley
  - ZenithOptimedia
    - Zenith Media
    - Optimedia
    - Newcast
    - Zed Digital
    - Equinox
    - Resultrix Media
    - Performics
  - Starcom Mediavest Group
    - Starcom
    - MediaVest
    - Spark Communications
    - LiquidThread
  - Digitas
    - Digitas
    - Prodigious Worldwide
  - Razorfish
    - e-Crusade
    - Amnesia Razorfish
    - Dentsu Razorfish
    - Dentsu|AvenueA|Razorfish
    - Razorfish Longtuo
    - Amnesia
- PUBLICIS HEALTHCARE COMMUNICATIONS GROUP
  - Publicis Life Brands
  - Saatchi & Saatchi Healthcare
  - Beacon Health
  - Watermelon Healthcare Communications
  - Publicis Life Brands Dreams
  - UBS Saatchi&Saatchi Health
- MSLGROUP
  - MSL
  - Publicis Events
  - Emotion
  - Genedigi
  - ICL MSL
  - Hanmer MSL
  - 20:20 MSL
  - Eastwei MSL
  - King Harvests
  - Luminous

WPP
(Revenue US 2,673M)

- OGILVY GROUP
  - Ogilvy & Mather Advertising
  - OgilvyOne
  - OgilvyAction
  - Ogilvy Common Health
  - Neo@Ogilvy
  - Ogilvy Public Relations
  - RedWorks
  - Social @ Ogilvy
  - Bates CHI & Partners
    - Bates Methinks
- JWT
  - JWT
  - XM Asia
    - XM Gravity
  - Mindset
  - Always Field Marketing
  - Asiatic JWT
  - Hungama
  - Encompass
  - Contract India
  - Smollen China
- YOUNG & RUBICAM BRANDS
  - Young & Rubicam
    - Campaign Palace
    - Ideaworks
    - Monday
    - Y&R Approach
    - Y&R Retail
    - LabStore
  - VML
    - Iconmobile
  - Wunderman
    - AGENDA
    - Comwerks
    - Bienalto
    - AdPeople
    - Enfatico
  - Burson-Marsteller
  - Cohn & Wolfe
  - Sudler & Hennessey
  - Landor Associates
  - Penn, Schoen Berland
  - BAV Consulting
  - Rediffusion Y&R
  - Dentsu Y&R
- GREY GROUP
  - Grey
  - G2
  - G2 Rams
  - Batey
  - Yolk
  - Grey DPI
  - ArtM
- HILL+ KNOWLTON STRATEGIES
- THE BRAND UNION
- FITCH
- AKQA
- GROUP M
  - Mindshare
  - MEC
  - MediaCom
  - Maxus
  - Xaxis
  - Astus Asia (49%)
  - mJoule
- TENTH AVENUE
  - Kinetic
  - Joule
  - Spafax
- KANTAR
  - Kantar Retail
  - Kantar Health
  - Kantar Worldpanel
  - Kantar Media
  - Kantar Japan
  - TNS RI
  - Added Value
  - Millward Brown
  - Lightspeed Research
  - The Futures Company
  - IMRB International
  - CIC
- WPP DIGITAL
  - POSSIBLE
  - 24/7 Real Media
  - HeathWallace
- WPP INVESTMENTS
  - HDT
  - InGame Ad
- ASSOCIATED COMPANIES
  - Asatsu-DK
  - GIIR
  - Shanghai Advertising
  - STW Group
  - Smart Media
  - VAC Group
  - oOh! Media

- AGENCY GROUP
- PR
- OTHER SERVICES
- HOLDING COMPANY
- INSIGHT AND CONSULTANCY
- HEALTHCARE
- BRANDING & DESIGN
- EVENTS
- CREATIVE
- DIGITAL
- MARKETING SERVICES
- MOBILE
- ADVERTISING
- MEDIA

AGENCY TREES REVENUE ESTIMATES

> All FY2012 data is based on 133% of Q3 reported revenues or 200% of Q2 revenue, depending on data availability

> Japanese agencies are based on Calendar 2012.

> Australian agencies are based on their FY10

> For private companies, revenue is R3 estimate

> All rates have been converted to US$ based on Nov 9th, 2012 forex rate

R3 WORLDWIDE
www.r3ww.com