



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

March 2018

YTD Deal Value (US\$m) **4,579**
YTD Deal Count **100**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	4	Accenture	Mackevision, Meredith Xcelerated Marketing (MXM)	420	2
2	1	CapGemini	LiquidHub	303	1
3	-	Ocelot Partners	Ocean Outdoor	248	1
4	2	Amdocs	Vubiquity	224	1
5	3	Evergage	MyBuys	224	1
6	6	Omnicom	Snow Companies, Elsevier (Japan)	204	2
7	5	Endeavor	160over90	200	1
8	7	Terminus	BrightFunnel	168	1
9	8	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
10	9	Dentsu	HelloWorld, Data Artist, Character, Red8 Group, Cheddar	153	5
11	10	Zeta Global	Visto, Kitewheel	112	2
12	-	WeWork	Conductor	112	1
13	11	Millpond Equity Partners	BrandRep	94	1
14	12	InMobi	AerServ	90	1
15	-	KKR	Global Sports Commerce (GSC)	80	1

METHODOLOGY

To compile this table, R3 reviews all public sources for M&A news across all marketing and media sectors on a monthly basis. 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.



2018 HOLDING COMPANY M&A LEAGUE

NORTH AMERICA

March 2018

YTD Deal Value (US\$m) **3,053**
YTD Deal Count **58**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	1	CapGemini	LiquidHub	303	1
2	3	Amdocs	Vubiquity	224	1
3	2	Evergage	MyBuys	224	1
4	-	Accenture	Meredith Xcelerated Marketing (MXM)	210	1
5	4	Endeavor	160over90	200	1
6	5	Omnicom	Snow Companies	185	1
7	6	Terminus	BrightFunnel	168	1
8	7	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
9	-	WeWork	Conductor	112	1
10	8	Zeta Global	Visto, Kitewheel	112	2
11	9	Millpond Equity Partners	BrandRep	94	1
12	10	InMobi	AerServ	90	1
13	11	Dentsu	HelloWorld, Character, Cheddar	85	3
14	12	Deluxe	Impact Marketing Specialists	76	1
15	13	Frontenac	Click3X	56	1

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2018 HOLDING COMPANY M&A LEAGUE

EMEA

March 2018

YTD Deal Value (US\$m) **1,096**
YTD Deal Count **25**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Ocelot Partners	Ocean Outdoor	248	1
2	1	Accenture	Mackevision	210	1
3	-	Meltwater	DataSift	77	1
4	2	Next Fifteen Communications	Brandwidth Group	69	1
5	3	Falcon.io	Komfo	56	1
6	-	Datawords	Vanksen	49	1
7	8	Havas Group	Deekeling Arndt Advisors (DAA), M&C Consultancy	48	2
8	4	Marlin Equity Partners	Talkwalker	42	1
9	5	WPP	Mash Strategy Studio, BAR (Bomtempo, Anahory & Ralha)	32	2
10	6	Nielsen Holdings	Ebiquity's Advertising Intelligence division ("AdIntel")	32	1
11	-	You & Mr Jones	Gravity Road	31	1
12	-	Social Chain Group	Glow Artists	28	1
13	7	Marsn & McLennan Companies	Draw	28	1
14	-	Dentsu	Red8 Group	26	1
15	9	AcuityAds	ADman Media	21	1

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2018 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

March 2018

YTD Deal Value (US\$m) **401**
YTD Deal Count **16**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	-	KKR	Global Sports Commerce (GSC)	80	1
2	1	Hakuhodo	Square Communications	53	1
3	-	Blackdot	Healthy Thinking Group (creative and digital operations)	49	1
4	2	Dentsu	Data Artist	42	1
5	3	ITWP Acquisitions	KuRunData	36	1
6	-	Artefact	NetBooster Asia (incl. 8 Matic)	34	1
7	4	Enero Group	Orchard Marketing	20	1
8	-	Omnicom	Elsevier (Japan)	20	1
9	-	WE Communications	Avian Media and Chase	18	1
10	-	Laqshya Media Group	Digitalabs	14	1
11	5	Jaywing	Frank Digital	11	1
12	6	Publicis Groupe	FRONTSIDE	10	1
13	7	Sharing Economy International	Touch Media Interactive (HK)	7	1
14	-	Hatched Media	Frank Media	4	1
15	8	WPP	The Glitch	3	1

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2018 HOLDING COMPANY M&A LEAGUE

CHINA

March 2018

YTD Deal Value (US\$m)	44
YTD Deal Count	2

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	ITWP Acquisitions	KuRunData	36	1
2	2	Sharing Economy International	Touch Media Interactive (HK)	7	1

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2018 HOLDING COMPANY M&A LEAGUE

LATAM

March 2018

YTD Deal Value (US\$m)	28
YTD Deal Count	1

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Conversica	Intelligens.ai	28	1

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