



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

June 2018

YTD Deal Value (US\$mn) **9,326**
YTD Deal Count **199**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	AT&T	AppNexus	1600	1
2	1	Accenture	Mackevision, Meredith Xcelerated Marketing (MXM), HO Communication	445	3
3	-	Abry Partners	Screenvision Media	380	1
4	2	CapGemini	LiquidHub, Adaptive Lab	322	2
5	3	Ocelot Partners	Ocean Outdoor, Forrest Media	287	2
6	6	Dentsu	HelloWorld, Data Artist, Character, Red8 Group, Cheddar, Array, M8, Red Communication, White Label MKT, The Big Now, Klip Desk	231	11
7	4	Amdocs	Vubiquity	224	1
8	5	Evergage	MyBuys	224	1
9	7	Endeavor	160over90, Influential	208	2
10	8	Omnicom	Snow Companies, Elsevier (Japan)	204	2
11	9	Terminus	BrightFunnel	168	1
12	10	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
13	13	WPP	BAR (Bomtempo, Anahory & Ralha), Mash Strategy Studio, The Glitch, Brad, Wunderman (SEA & Taiwan), Map Project Office, Universal Design Studio, Dooh.com	157	8
14	-	Suzhou Jinfu New Material	Gong He Sheng Shi	156	1
15	11	Meltwater	DataSift, Sysomos	154	2

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

June 2018

YTD Deal Value (US\$m) **6,603**
YTD Deal Count **107**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	-	AT&T	AppNexus	1600	1
2	-	Abry Partners	Screenvision Media	380	1
3	1	CapGemini	LiquidHub	303	1
4	2	Amdocs	Vubiquity	224	1
5	3	Evergage	MyBuys	224	1
6	4	Accenture	Meredith Xcelerated Marketing (MXM)	210	1
7	5	Endeavor	160over90, Influential	208	2
8	6	Omnicom	Snow Companies	185	1
9	7	Terminus	BrightFunnel	168	1
10	8	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
11	-	Vista Equity Partners	Integral Ad Science	126	1
12	9	Dentsu	HelloWorld, Character, Cheddar, Arraiy, M8	122	5
13	10	Deluxe	Impact Marketing Specialists, LogoMix	119	2
14	11	BuySellAds	Digg	112	1
15	12	Zeta Global	Visto, Kitewheel	112	2

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2018 HOLDING COMPANY M&A LEAGUE

EMEA

June 2018

YTD Deal Value (US\$mn) **1,748**
YTD Deal Count **54**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Ocelot Partners	Ocean Outdoor	287	2
2	2	Accenture	Mackevision	210	1
3	-	Dept	Yourposition, Factor-a	109	2
4	11	WPP	BAR (Bomtempo, Anahory & Ralha), Mash Strategy Studio, Map Project Office, Universal Design Studio, Dooh.com	77	5
5	3	Meltwater	DataSift	77	1
6	4	Next Fifteen Communications	Brandwidth Group	69	1
7	-	Ogury	Adincube	63	1
8	8	Dentsu	Red8 Group, Red Communication, The Big Now	58	3
9	-	Bonnier	Southerly	56	1
10	5	Falcon.io	Komfo	56	1
11	-	MMGY Global	Hills Balfour	56	1
12	6	Datawords	Vanksen	49	1
13	7	Havas Group	Deekeling Arndt Advisors (DAA), M&C Consultancy	48	2
14	9	Marlin Equity Partners	Talkwalker	42	1
15	10	precisioneffect	Big Pink	34	1

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2018 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

June 2018

YTD Deal Value (US\$mn) **908**
YTD Deal Count **35**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Suzhou Jinfu New Material	Gong He Sheng Shi	156	1
2	1	KKR	Global Sports Commerce (GSC)	80	1
3	-	Nantong Metalforming Equipment Co.	Guangzhou Yunshi Advertising Co.	74	1
4	2	Hylink Group	Longfan Media	56	1
5	3	Hakuhodo	Square Communications	53	1
6	4	Freeman Company	Info Salons	49	1
7	5	Blackdot	Healthy Thinking Group (creative and digital operations)	49	1
8	6	Dentsu	Data Artist	48	2
9	7	ITWP Acquisitions	KuRunData	36	1
10	8	Artefact	NetBooster Asia (incl. 8 Matic)	34	1
11	9	Accenture	HO Communication	25	1
12	10	M&C Saatchi	Scarecrow Communications	21	1
13	11	Enero Group	Orchard Marketing	20	1
14	-	Nielsen Holdings	Landsberry & James	20	1
15	12	Omnicom	Elsevier (Japan)	20	1

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2018 HOLDING COMPANY M&A LEAGUE

CHINA

June 2018

YTD Deal Value (US\$mn) **365**
YTD Deal Count **8**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Suzhou Jinfu New Material	Gong He Sheng Shi ("共和盛世")	156	1
2	-	Nantong Metalforming Equipment Co.	Guangzhou Yunshi Advertising Co. ("广州云视广告有限公司")	74	1
3	1	Hylink Group ("华扬联众")	Longfan Media ("龙帆传媒")	56	1
4	2	ITWP Acquisitions	KuRunData	36	1
5	3	Accenture	HO Communication ("伙传播")	25	1
6	4	Sharing Economy International	Touch Media Interactive (HK)	7	1
7	5	NEP Group	Avollusion	7	1
8	6	Reload ("睿路传播集团")	blue-dot ("蓝运方小")	3	1

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2018 HOLDING COMPANY M&A LEAGUE

LATAM

June 2018

YTD Deal Value (US\$mn) **66**
YTD Deal Count **3**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	IPG	Cappuccino	35	1
2	2	Conversica	Intelligens.ai	28	1
3	3	Dentsu	White Label MKT	3	1

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