



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

November 2018

YoY %

YTD Deal Value (US\$m)	30,585	216%
YTD Deal Count	425	18%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Adobe	Marketo	4750	1
2	2	Alibaba	Focus Media	2200	1
3	3	IPG	Cappuccino, Acxiom Marketing Solutions, That Lot, ARC Public Relations, Hurrah Productions	2070	5
4	4	AT&T	AppNexus	1600	1
5	5	Insight Venture Partners	Episerver	1160	1
6	9	Accenture	MXM, HO Communication, designaffairs, New Content, Kolle Rebbe, Kaplan	921	7
7	6	Salesforce	Datorama, Rebel	858	2
8	7	Dentsu	Aaron Lloyd, Branded Ltd, MSTF Partners, B2B International, Pixel Labs Inc., Namics, uBiome, Septeni, Perform Group, Clear Labs	744	25
9	8	Perficient Digital	Stone Temple Consulting	679	1
10	10	Omnicom	Brain Group, Snow Companies, Elsevier (Japan), United Digital Group's media and performance marketing business, Levo Digital, Credera	558	6
11	11	CapGemini	LiquidHub, Adaptive Lab, June 21, Doing	550	4
12	12	WPP	Map Project Office, Madhouse (India), Gorilla Group, Hirshorn-Zuckerman Design Group, 2Sales, Emark, Soulsight, Autumn Worldwide	464	15
13	13	KKR	Global Sports Commerce (GSC), Sellbytel	430	2
14	14	Abry Partners	Screenvision Media	380	1
15	15	Ipsos	GfK's custom research business (four global divisions), Market Pulse International, Four divisions of GfK Research, Synthesio	353	4

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

November 2018

YTD Deal Value (US\$m)	19,524	YoY %	263%
YTD Deal Count	208		8%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Adobe	Marketo	4750	1
2	2	IPG	Acxiom Marketing Solutions	2000	1
3	3	AT&T	AppNexus	1600	1
4	4	Insight Venture Partners	Episerver	1160	1
5	5	Salesforce	Datorama, Rebel	858	2
6	6	Perficient Digital	Stone Temple Consulting	679	1
7	7	Abry Partners	Screenvision Media	380	1
8	8	Omnicom	Snow Companies, Credera	353	2
9	9	CapGemini	LiquidHub	303	1
10	10	Vista Equity Partners	Integral Ad Science, Spredfast	298	2
11	11	Southfield Capital	Match Marketing Group	280	1
12	-	Forrester Research	GlimpzIt, SiriusDecisions	248	2
13	12	WPP	Brad, Gorilla Group, Hirshorn-Zuckerman Design Group, 2Sales, Soulsight	247	5
14	13	Amdocs	Vubiquity	224	1
15	14	Evergage	MyBuys	224	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

EMEA

November 2018

YoY %

YTD Deal Value (US\$m)	5,604	88%
YTD Deal Count	117	17%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	5	Accenture	Mackevision, designaffairs, Kolle Rebbe, Kaplan	564	4
2	1	KKR	Sellbytel	350	1
3	2	S4 Capital	MediaMonks	325	1
4	3	Ocelot Partners	Ocean Outdoor, Forrest Media	287	2
5	7	Dentsu	The Big Now, Whitespace, MSTF Partners, B2B International, Namics, Perform Group	265	8
6	4	Ipsos	GfK's custom research business, Four divisions of GfK Research	254	2
7	6	CapGemini	Adaptive Lab, June 21, Doing	246	3
8	-	The Miroma Group	Way To Blue	210	1
9	8	Omnicom	Brain Group, United Digital Group's media and performance marketing business	154	2
10	9	WPP	Mash Strategy Studio, Dooh.com, Universal Design Studio, Map Project Office, Emark	147	6
11	10	Publicis Groupe	Kindered Group, Xebia France	141	2
12	11	Datawords	Vanksen, 87seconds	133	2
13	-	Bruin Sports Capital	Massive Interactive	127	1
14	12	OSG Group Holdings	Communis	124	1
15	-	Global Outdoor	Exterion	112	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

ASIA PACIFIC

November 2018

YoY %

YTD Deal Value (US\$m)	4,083	241%
YTD Deal Count	66	5%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Alibaba	Focus Media	2200	1
2	2	Dentsu	Data Artist, Klip Desk, Shuttl, Amicus Digital, Aaron Lloyd, Branded Ltd, Septeni	279	7
3	3	Suzhou Jinfu New Material	Gong He Sheng Shi ("共和盛世")	156	1
4	4	Trimantium GrowthOps	Asia Pacific Digital (APD)	112	1
5	5	Whole Easy Technology ("众应互联")	hdt Media ("天图广告")	105	1
6	6	KKR	Global Sports Commerce (GSC)	80	1
7	7	Nantong Metalforming Equipment Co.	Guangzhou Yunshi Advertising Co. ("广州云视广告有限公司")	74	1
8	8	WPP	The Glitch, Wunderman (South East Asia & Taiwan), Madhouse (India), Autumn Worldwide	69	4
9	-	The One Centre	Effilab Australia	62	1
10	-	Bastion Collective	Banjo, Bengar Films, Stable Research	60	3
11	9	Cognizant	Saasfocus	56	1
12	10	Hylink Group	Longfan Media	56	1
13	11	Hakuhodo	Square Communications, IdeasXMachina Advertising, Inc. (IXM)	55	2
14	12	Omnicom	Elsevier (Japan), Levo Digital	51	2
15	13	Ipsos	Market Pulse International	49	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

CHINA

November 2018

YoY %

YTD Deal Value (US\$m)	2,714	507%
YTD Deal Count	13	-13%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	1	Alibaba	Focus Media	2200	1
2	2	Suzhou Jinfu New Material	Gong He Sheng Shi ("共和盛世")	156	1
3	3	Whole Easy Technology ("众应互联")	hdt Media ("天图广告")	105	1
4	4	Nantong Metalforming Equipment Co.	Guangzhou Yunshi Advertising Co. ("广州云视广告有限公司")	74	1
5	5	Hylink Group ("华扬联众")	Longfan Media ("龙帆传媒")	56	1
6	6	ITWP Acquisitions	KuRunData	36	1
7	7	Farfetch	CuriosityChina	35	1
8	8	Accenture	HO Communication ("伙传播")	25	1
9	9	Sharing Economy International	Touch Media Interactive (HK)	7	1
10	10	AnyMind Group	Acqua Media	7	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

LATAM

November 2018

YoY %

YTD Deal Value (US\$mn)

145

7%

YTD Deal Count

8

60%

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	Dentsu	White Label MKT, Global Mind	30	2
3	3	Publicis Groupe	One Digital	28	1
4	4	Conversica	Intelligens.ai	28	1
5	-	Anchor Worldwide	Divan, Buen Tipo	17	2
6	5	Marcus Thomas	Devs United	7	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.