



2019 HOLDING COMPANY M&A LEAGUE

GLOBAL

March 2019

YoY %

YTD Deal Value (US\$m)	3,762	-20%
YTD Deal Count	102	-3%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!, Droga5	559	4
2	1	Dentsu	Filter, Happy Marketer, BJL, Comunica+A, Redder Advertising	247	5
3	2	Cision	TrendKite	225	1
4	3	Taptica	RhythmOne	176	1
5	4	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
6	5	Altamont Capital Partners	Publicis Health Solutions	140	1
7	6	CM Group	Sailthru, Liveclicker	125	2
8	-	McDonald's	Dynamic Yield	123	1
9	7	Outbrain	Ligatus	108	1
10	-	Stagwell Group	MDC Partners	100	1
11	-	Informatica	AllSight	92	1
12	-	A.T. Kearney	Cervello	91	1
13	-	Finn Partners	Small Army, Moorgate Communications, CatchOn	71	3
14	8	Publicis Groupe	Blue 449 (remaining stake)	70	1
15	-	Fishawack Group	Dudnyk	63	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.



2019 HOLDING COMPANY M&A LEAGUE

NORTH AMERICA

March 2019

YoY %

YTD Deal Value (US\$m)	2,386	-23%
YTD Deal Count	56	-7%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Accenture	Droga5	280	1
2	1	Cision	TrendKite	225	1
3	2	Taptica	RhythmOne	176	1
4	3	Altamont Capital Partners	Publicis Health Solutions	140	1
5	4	CM Group	Sailthru, Liveclicker	125	2
6	-	McDonald's	Dynamic Yield	123	1
7	-	Stagwell Group	MDC Partners	100	1
8	-	Informatica	AllSight	92	1
9	-	A.T. Kearney	Cervello	91	1
10	-	Fishawack Group	Dudnyk	63	1
11	-	Prophet	Springbox	62	1
12	5	WE Communications	Codeword	62	1
13	6	Millpond Equity Partners	Futuri Media	60	1
14	-	Dept	Rocket Insights	48	1
15	-	Talon	Grandesign	48	1

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2019 HOLDING COMPANY M&A LEAGUE

EMEA

March 2019

YoY %

YTD Deal Value (US\$m)	1,135	-4%
YTD Deal Count	32	14%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!	279	3
2	1	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
3	2	Dentsu	BJL, Comunica+A	151	2
4	3	Outbrain	Ligatus	108	1
5	4	Publicis Groupe	Blue 449 (remaining stake)	70	1
6	5	Urban Airship	Accengage	48	1
7	6	Havas Group	Estonian Idea and Lithuanian Publicum	41	1
8	7	RTL Group	Yospace	33	1
9	9	Switch Media	Mediasmiths AB	29	1
10	9	Finn Partners	Moorgate Communications	28	1
11	10	Providence Equity Partners	Leiki	28	1
12	11	Reach4entertainment	Buzz 16 Productions, Sold Out	23	2
13	12	Vivaldi	Gravity Thinking	18	1
14	13	MyCleverGroup	HCL Marketing	18	1
15	14	Big Group	Brandworks, 230V	18	2

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2019 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

March 2019

YoY %

YTD Deal Value (US\$m)	241	-40%
YTD Deal Count	14	-13%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Happy Marketer, Redder Advertising	56	2
2	2	AdGeek	The Studio by CtrlShift	32	1
3	-	Accel-KKR	Collabspot (Email Tools)	22	1
4	3	Advent International	Popcorn Global	20	1
5	4	Gushcloud	DSTNCT	17	1
6	-	Affle	Shoffr	17	1
7	5	Adjust	Unbotify	17	1
8	6	Finn Partners	CatchOn	15	1
9	7	Dricki	Etalktech.Com	14	1
10	8	Active International	Paykel Media	14	1
11	9	KWP	O'Rourke Public Relations	7	1
12	10	Connatix	Kamidoo	7	1
13	11	YDM Thailand	FCB Bangkok	4	1

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