



2019 HOLDING COMPANY M&A LEAGUE

GLOBAL

May 2019

YoY %

YTD Deal Value (US\$m)	11,843	91%
YTD Deal Count	202	26%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Publicis Groupe	Blue 449 (remaining stake), Epsilon	4470	2
2	2	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!, Droga5, Shackleton	651	5
3	3	Dentsu	Filter, Happy Marketer, BJL, Comunica+A, Redder Advertising	247	5
4	4	Stagwell Group	MDC Partners, Multiview	240	2
5	5	Cision	TrendKite	225	1
6	-	DMI	Pragiti	210	1
7	9	CM Group	Sailthru, Liveclicker, Vuture	188	3
8	-	Pareteum	Devicescape	182	1
9	-	Deloitte	Pervorm	182	1
10	6	Taptica	RhythmOne	176	1
11	7	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
12	-	Validity	Return Path	154	1
13	8	Altamont Capital Partners	Publicis Health Solutions	140	1
14	10	McDonald's	Dynamic Yield	123	1
15	11	Outbrain	Ligatus	108	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

May 2019

YoY %

YTD Deal Value (US\$m)	9,035	113%
YTD Deal Count	115	22%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Publicis Groupe	Epsilon	4400	1
2	2	Accenture	Droga5	280	1
3	3	Stagwell Group	MDC Partners, Multiview	240	2
4	4	Cision	TrendKite	225	1
5	-	DMI	Pragiti	210	1
6	-	Pareteum	Devicescape	182	1
7	5	Taptica	RhythmOne	176	1
8	-	Validity	Return Path	154	1
9	6	Altamont Capital Partners	Publicis Health Solutions	140	1
10	7	CM Group	Sailthru, Liveclicker	125	2
11	8	McDonald's	Dynamic Yield	123	1
12	9	Informatica	AllSight	92	1
13	10	A.T. Kearney	Cervello	91	1
14	-	ProKarma	Gamma Partners	78	1
15	-	Broadsign	Ayuda, Campsite	78	2

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2019 HOLDING COMPANY M&A LEAGUE

EMEA

May 2019

YoY %

YTD Deal Value (US\$m)	2,264	82%
YTD Deal Count	60	82%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!, Shackleton	371	4
2	-	Deloitte	Pervorm	182	1
3	2	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
4	3	Dentsu	BJL, Comunica+A	151	2
5	4	Outbrain	Ligatus	108	1
6	-	Paragon Group	Celerity Information Services, ORM, Graft Services	108	3
7	-	Webedia	Quill	92	1
8	5	AVENIR GLOBAL	Hanover	92	1
9	-	UDG Healthcare	Incisive Health	89	1
10	6	Publicis Groupe	Blue 449 (remaining stake)	70	1
11	-	CM Group	Vuture	63	1
12	7	Jellyfish	Latitude	62	1
13	8	Urban Airship	Accengage	48	1
14	9	Mapp	Webtrekk	48	1
15	-	Rave Digital	Aheadworks	48	1

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2019 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

May 2019

YoY %

YTD Deal Value (US\$m)	515	-19%
YTD Deal Count	26	-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	3	Accel-KKR	Collabspot (Email Tools)	22	1
4	4	Advent International	Popcorn Global	20	1
5	5	Gushcloud	DSTNCT	17	1
6	6	Affle	Shoffr	17	1
7	7	Adjust	Unbotify	17	1
8	-	Aarav Solutions	NEXwhaT Consulting Services	17	1
9	-	Echo Myanmar	RevoTech	17	1
10	8	Finn Partners	CatchOn	15	1
11	9	Dricki	Etalktech.Com	14	1
12	10	Active International	Paykel Media	14	1
13	-	Hiip	BP Network	8	1
14	11	KWP	O'Rourke Public Relations	7	1
15	12	Connatix	Kamidoo	7	1

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