



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

January 2018

YTD Deal Value (US\$mn) **1,765**
YTD Deal Count **38**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Amdocs	Vubiquity	224	1
2	-	Accenture	Mackevision	210	1
3	-	Endeavor	160over90	200	1
4	-	Terminus	BrightFunnel	168	1
5	-	Millpond Equity Partners	BrandRep	94	1
6	-	InMobi	AerServ	90	1
7	-	Dentsu	HelloWorld	65	1
8	-	Frontenac	Click3X	56	1
9	-	Frontier Capital	MediaRadar	53	1
10	-	Hakuhodo	Square Communications	53	1
11	-	Viacom	Whosay	49	1
12	-	Zeta Global	Visto	42	1
13	-	Marlin Equity Partners	Talkwalker	42	1
14	-	ITWP Acquisitions	KuRunData	36	1
15	-	WPP	Mash Strategy Studio, BAR (Bontempo, Anahory & Ralha)	32	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

January 2018

YTD Deal Value (US\$mn) **1,262**
YTD Deal Count **25**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Amdocs	Vubiquity	224	1
2	-	Endeavor	160over90	200	1
3	-	Terminus	BrightFunnel	168	1
4	-	Millpond Equity Partners	BrandRep	94	1
5	-	InMobi	AerServ	90	1
6	-	Dentsu	HelloWorld	65	1
7	-	Frontenac	Click3X	56	1
8	-	Frontier Capital	MediaRadar	53	1
9	-	Viacom	Whosay	49	1
10	-	Zeta Global	Visto	42	1
11	-	Flashtalking	Spongecell	28	1
12	-	Bruni Media	CLICK Media	25	1
13	-	Ernst & Young	Citizen	22	1
14	-	Elizabeth Christian Public Relations	Wyatt Brand	20	1
15	-	BlueVenn	LEAP Media Solutions (LEAP)	20	1

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2018 HOLDING COMPANY M&A LEAGUE

EMEA

January 2018

YTD Deal Value (US\$m)	378
YTD Deal Count	9

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Accenture	Mackevision	210	1
2	-	Marlin Equity Partners	Talkwalker	42	1
3	-	WPP	Mash Strategy Studio, BAR (Bomtempo, Anahory & Ralha)	32	2
4	-	Marsh & McLennan Companies	Draw	28	1
5	-	Havas Group	Deekeling Arndt Advisors (DAA)	28	1
6	-	Acceleris	Limelight PR	14	1
7	-	ICF International	The Future Customer	14	1
8	-	Lylo Media Group	Captiz	10	1

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2018 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

January 2018

YTD Deal Value (US\$mn)	96
YTD Deal Count	3

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Hakuhodo	Square Communications	53	1
2	-	ITWP Acquisitions	KuRunData	36	1
3	-	Sharing Economy International	Touch Media Interactive (HK)	7	1

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2018 HOLDING COMPANY M&A LEAGUE

CHINA

January 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	-	ITWP Acquisitions	KuRunData	36	1
2	-	Sharing Economy International	Touch Media Interactive (HK)	7	1

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2018 HOLDING COMPANY M&A LEAGUE

LATAM

January 2018

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

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

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