



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

February 2018

YTD Deal Value (US\$mn) **3,277**
YTD Deal Count **71**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	CapGemini	LiquidHub	303	1
2	1	Amdocs	Vubiquity	224	1
3	-	Evergage	MyBuys	224	1
4	2	Accenture	Mackevision	210	1
5	3	Endeavor	160over90	200	1
6	-	Omnicom	Snow Companies	185	1
7	4	Terminus	BrightFunnel	168	1
8	-	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
9	7	Dentsu	HelloWorld, Data Artist, Character	120	3
10	12	Zeta Global	Visto, Kitewheel	112	2
11	5	Millpond Equity Partners	BrandRep	94	1
12	6	InMobi	AerServ	90	1
13	-	Deluxe	Impact Marketing Specialists	76	1
14	-	Next Fifteen Communications	Brandwidth Group	69	1
15	-	Falcon.io	Komfo	56	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

NORTH AMERICA

February 2018

YTD Deal Value (US\$mn) **2,468**
YTD Deal Count **45**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	CapGemini	LiquidHub	303	1
2	-	Evergage	MyBuys	224	1
3	1	Amdocs	Vubiquity	224	1
4	2	Endeavor	160over90	200	1
5	-	Omnicom	Snow Companies	185	1
6	3	Terminus	BrightFunnel	168	1
7	-	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
8	10	Zeta Global	Visto, Kitewheel	112	2
9	4	Millpond Equity Partners	BrandRep	94	1
10	5	InMobi	AerServ	90	1
11	6	Dentsu	HelloWorld, Character	78	2
12	-	Deluxe	Impact Marketing Specialists	76	1
13	7	Frontenac	Click3X	56	1
14	8	Frontier Capital	MediaRadar	53	1
15	9	Viacom	Whosay	49	1

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2018 HOLDING COMPANY M&A LEAGUE

EMEA

February 2018

YTD Deal Value (US\$mn) **599**
YTD Deal Count **16**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Accenture	Mackevision	210	1
2	-	Next Fifteen Communications	Brandwidth Group	69	1
3	-	Falcon.io	Komfo	56	1
4	2	Marlin Equity Partners	Talkwalker	42	1
5	3	WPP	Mash Strategy Studio, BAR (Bomtempo, Anahory & Ralha)	32	2
6	-	Nielsen Holdings	Ebiquity's Advertising Intelligence division ("AdIntel")	32	1
7	4	Marsh & McLennan Companies	Draw	28	1
8	5	Havas Group	Deekeling Arndt Advisors (DAA)	28	1
9	-	AcuityAds	ADman Media	21	1
10	-	Elmwood	Framework Creative	21	1
11	-	Deloitte	Brandfirst	17	1
12	6	Acceleris	Limelight PR	14	1
13	7	ICF International	The Future Customer	14	1
14	8	Lylo Media Group	Captiz	10	1
15	-	ReklamStore	MadWords	4	1

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2018 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

February 2018

YTD Deal Value (US\$m) **183**
YTD Deal Count **9**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	1	Hakuhodo	Square Communications	53	1
2	-	Dentsu	Data Artist	42	1
3	2	ITWP Acquisitions	KuRunData	36	1
4	-	Enero Group	Orchard Marketing	20	1
5	-	Jaywing	Frank Digital	11	1
6	-	Publicis Groupe	FRONTSIDE	10	1
7	3	Sharing Economy International	Touch Media Interactive (HK)	7	1
8	-	WPP	The Glitch	3	1
9	-	The Marketing Group	Narratrs	1	1

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2018 HOLDING COMPANY M&A LEAGUE

CHINA

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

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2018 HOLDING COMPANY M&A LEAGUE

LATAM

February 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	1	Conversica	Intelligens.ai	28	1

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