



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

May 2018

YTD Deal Value (US\$mn) **6,201**
YTD Deal Count **160**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Accenture	Mackevision, Meredith Xcelerated Marketing (MXM), HO Communication	445	3
2	2	CapGemini	LiquidHub	303	1
3	3	Ocelot Partners	Ocean Outdoor	248	1
4	4	Amdocs	Vubiquity	224	1
5	5	Evergage	MyBuys	224	1
6	6	Dentsu	HelloWorld, Data Artist, Character, Red8 Group, Cheddar, Arraiy, M8, Red Communication, White Label MKT	214	9
7	8	Endeavor	160over90, Influential	208	2
8	7	Omnicom	Snow Companies, Elsevier (Japan)	204	2
9	9	Terminus	BrightFunnel	168	1
10	10	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
11	11	Meltwater	DataSift, Sysomos	154	2
12	-	Deluxe	Impact Marketing Specialists, LogoMix	119	2
13	15	WPP	BAR (Bomtempo, Anahory & Ralha), Mash Strategy Studio, The Glitch, Brad, Wunderman (SEA & Taiwan)	113	5
14	12	BuySellAds	Digg	112	1
15	13	Zeta Global	Visto, Kitewheel	112	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

May 2018

YTD Deal Value (US\$mn) **4,251**
YTD Deal Count **94**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	CapGemini	LiquidHub	303	1
2	2	Amdocs	Vubiquity	224	1
3	3	Evergage	MyBuys	224	1
4	4	Accenture	Meredith Xcelerated Marketing (MXM)	210	1
5	5	Endeavor	160over90, Influential	208	2
6	6	Omnicom	Snow Companies	185	1
7	7	Terminus	BrightFunnel	168	1
8	8	Cars.com	Dealer Inspire & Launch Digital Marketing	165	1
9	9	Dentsu	HelloWorld, Character, Cheddar, Arraiy, M8	122	5
10	-	Deluxe	Impact Marketing Specialists, LogoMix	119	2
11	10	BuySellAds	Digg	112	1
12	11	Zeta Global	Visto, Kitewheel	112	2
13	12	WeWork	Conductor	112	1
14	13	Millpond Equity Partners	BrandRep	94	1
15	14	InMobi	AerServ	90	1

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2018 HOLDING COMPANY M&A LEAGUE

EMEA

May 2018

YTD Deal Value (US\$mn) **1,245**
YTD Deal Count **33**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Ocelot Partners	Ocean Outdoor	248	1
2	2	Accenture	Mackevision	210	1
3	3	Meltwater	DataSift	77	1
4	4	Next Fifteen Communications	Brandwidth Group	69	1
5	5	Falcon.io	Komfo	56	1
6	6	Datawords	Vanksen	49	1
7	7	Havas Group	Deekeling Arndt Advisors (DAA), M&C Consultancy	48	2
8	8	Dentsu	Red8 Group, Red Communication	47	2
9	9	Marlin Equity Partners	Talkwalker	42	1
10	10	precisioneffect	Big Pink	34	1
11	11	WPP	BAR (Bomtempo, Anahory & Ralha), Mash Strategy Studio	32	2
12	12	Nielsen Holdings	Ebiquity's Advertising Intelligence division ("AdIntel")	32	1
13	13	You & Mr Jones	Gravity Road	31	1
14	14	Social Chain Group	Glow Artists	28	1
15	15	Marsh & McLennan Companies	Draw	28	1

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2018 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

May 2018

YTD Deal Value (US\$m) **639**
YTD Deal Count **30**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	1	KKR	Global Sports Commerce (GSC)	80	1
2	2	Hylink Group	Longfan Media	56	1
3	3	Hakuhodo	Square Communications	53	1
4	4	Freeman Company	Info Salons	49	1
5	5	Blackdot	Healthy Thinking Group (creative and digital operations)	49	1
6	6	Dentsu	Data Artist	42	1
7	7	ITWP Acquisitions	KuRunData	36	1
8	8	Artefact	NetBooster Asia (incl. 8 Matic)	34	1
9	-	Accenture	HO Communication	25	1
10	9	M&C Saatchi	Scarecrow Communications	21	1
11	10	Enero Group	Orchard Marketing	20	1
12	11	Omnicom	Elsevier (Japan)	20	1
13	12	WE Communications	Avian Media and Chase	18	1
14	-	WPP	The Glitch, Wunderman (SEA & Taiwan)	17	2
15	13	Publicis Groupe	FRONTSIDE, Ecosys	15	2

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2018 HOLDING COMPANY M&A LEAGUE

CHINA

May 2018

YTD Deal Value (US\$mn) **134**
YTD Deal Count **6**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Hylink Group ("华扬联众")	Longfan Media ("龙帆传媒")	56	1
2	2	ITWP Acquisitions	KuRunData	36	1
3	-	Accenture	HO Communication ("伙传播")	25	1
4	3	Sharing Economy International	Touch Media Interactive (HK)	7	1
5	-	NEP Group	Avollusion	7	1
6	4	Reload ("睿路传播集团")	blue-dot ("蓝运方小")	3	1

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2018 HOLDING COMPANY M&A LEAGUE

LATAM

May 2018

YTD Deal Value (US\$mn) **66**
YTD Deal Count **3**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	IPG	Cappuccino	35	1
2	1	Conversica	Intelligens.ai	28	1
3	2	Dentsu	White Label MKT	3	1

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