



2018 HOLDING COMPANY M&A LEAGUE

GLOBAL

December 2018

YTD Deal Value (US\$m)

32,849

YoY %

142%

YTD Deal Count

465

16%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Adobe	Marketo	4750	1
2	2	Alibaba	Focus Media	2200	1
3	3	IPG	Cappuccino, Acxiom Marketing Solutions, That Lot, ARC Public Relations, Hurrah Productions	2070	5
4	4	AT&T	AppNexus	1600	1
5	6	Accenture	HO Communication, designaffairs, New Content, Kolle Rebbe, Kaplan, Enaxis Consulting, PrimeQ, Knowledgegent, Adaptly	1232	11
6	5	Insight Venture Partners	Episerver	1160	1
7	8	Dentsu	Pixel Labs Inc., Namics, uBiome, Septeni, Perform Group, Clear Labs, Videobeat, Digital Evolution Group (DEG), Fractal Ink Design Studio	970	28
8	7	Salesforce	Datorama, Rebel	858	2
9	9	Perficient Digital	Stone Temple Consulting	679	1
10	10	Omnicom	Brain Group, Snow Companies, Elsevier (Japan), United Digital Group's media and performance marketing business, Levo Digital, Credera	558	6
11	11	CapGemini	LiquidHub, Adaptive Lab, June 21, Doing	550	4
12	-	Publicis Groupe	Soft Computing, Xebia France, Kindered Group, One Digital, Payer Sciences, FRONTSIDE, Ecosys	482	7
13	-	S4 Capital	MediaMonks, MightyHive	475	2
14	12	WPP	Map Project Office, Madhouse (India), Gorilla Group, Hirshorn-Zuckerman Design Group, 2Sales, Emark, Soulsight, Autumn Worldwide	464	15
15	13	KKR	Global Sports Commerce (GSC), Sellbytel	430	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

December 2018

YTD Deal Value (US\$mn)	22,381	229%
YTD Deal Count	259	21%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Adobe	Marketo	4750	1
2	2	IPG	Acxiom Marketing Solutions	2000	1
3	3	AT&T	AppNexus	1600	1
4	4	Insight Venture Partners	Episerver	1160	1
5	5	Salesforce	Datorama, Rebel	858	2
6	6	Perficient Digital	Stone Temple Consulting	679	1
7	-	Accenture	Meredith Xcelerated Marketing (MXM), Enaxis Consulting, Adaptly, Knowledgegent	444	4
8	7	Abry Partners	Screenvision Media	380	1
9	8	Omnicom	Snow Companies, Credera	353	2
10	-	Dentsu	HelloWorld, Character, Cheddar, Arraiy, M8, Pixel Labs Inc., uBiome, Clear Labs, Digital Evolution Group (DEG)	320	9
11	9	CapGemini	LiquidHub	303	1
12	10	Vista Equity Partners	Integral Ad Science, Spredfast	298	2
13	11	Southfield Capital	Match Marketing Group	280	1
14	-	Cision	Prime Research	280	1
15	12	Forrester Research	GlimpzIt, SiriusDecisions	248	2

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2018 HOLDING COMPANY M&A LEAGUE

EMEA

December 2018

YTD Deal Value (US\$m)

5,858

YoY %

38%

YTD Deal Count

123

12%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	1	Accenture	Mackevision, designaffairs, Kolle Rebbe, Kaplan	564	4
2	11	Publicis Groupe	Kindered Group, Xebia France, Soft Computing	421	3
3	2	KKR	Sellbytel	350	1
4	3	S4 Capital	MediaMonks	325	1
5	5	Dentsu	Red8 Group, Red Communication, The Big Now, Whitespace, MSTF Partners, B2B International, Namics, Perform Group, Videobeat	313	9
6	4	Ocelot Partners	Ocean Outdoor, Forrest Media	287	2
7	7	CapGemini	Adaptive Lab, June 21, Doing	246	3
8	8	The Miroma Group	Way To Blue	210	1
9	9	Omnicom	Brain Group, United Digital Group's media and performance marketing business	154	2
10	10	WPP	BAR (Bomtempo, Anahory & Ralha), Mash Strategy Studio, Dooh.com, Universal Design Studio, Map Project Office, Emark	147	6
11	12	Datawords	Vanksen, 87seconds	133	2
12	13	Bruin Sports Capital	Massive Interactive	127	1
13	14	OSG Group Holdings	Communis	124	1
14	6	Ipsos	Four divisions of GfK Research	114	1
15	15	Global Outdoor	Exterion	112	1

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2018 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

December 2018

YoY %

YTD Deal Value (US\$m)	4,344	81%
YTD Deal Count	74	3%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Alibaba	Focus Media	2200	1
2	2	Dentsu	Data Artist, Klip Desk, Shuttl, Amicus Digital, Aaron Lloyd, Branded Ltd, Septeni, Fractal Ink Design Studio	307	8
3	3	Suzhou Jinfu New Material	Gong He Sheng Shi ("共和盛世")	156	1
4	4	Trimantium GrowthOps	Asia Pacific Digital (APD)	112	1
5	5	Whole Easy Technology ("众应互联")	hdt Media ("天图广告")	105	1
6	-	Accenture	HO Communication ("伙传播"), PrimeQ	102	2
7	6	KKR	Global Sports Commerce (GSC)	80	1
8	7	Nantong Metalforming Equipment Co.	Guangzhou Yunshi Advertising Co. ("广州云视广告有限公司")	74	1
9	-	QMS Media	TLA Australia	70	1
10	8	WPP	The Glitch, Wunderman (South East Asia & Taiwan), Madhouse (India), Autumn Worldwide	69	4
11	13	Hakuhodo	Square Communications, IdeasXMachina Advertising, Beginnings Communications, eNAV Logistics Management Services	62	4
12	9	The One Centre	Effilab Australia	62	1
13	10	Bastion Collective	Banjo, Bengar Films, Stable Research	60	3
14	11	Cognizant	Saasfocus	56	1
15	12	Hylink Group	Longfan Media	56	1

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2018 HOLDING COMPANY M&A LEAGUE

CHINA

December 2018

YoY %

YTD Deal Value (US\$m)	2,714	515%
YTD Deal Count	13	-19%

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1	1	Alibaba	Focus Media	2200	1
2	2	Suzhou Jinfu New Material	Gong He Sheng Shi ("共和盛世")	156	1
3	3	Whole Easy Technology ("众应互联")	hdt Media ("天图广告")	105	1
4	4	Nantong Metalforming Equipment Co.	Guangzhou Yunshi Advertising Co. ("广州云视广告有限公司")	74	1
5	5	Hylink Group ("华扬联众")	Longfan Media ("龙帆传媒")	56	1
6	6	ITWP Acquisitions	KuRunData	36	1
7	7	Farfetch	CuriosityChina	35	1
8	8	Accenture	HO Communication ("伙传播")	25	1
9	9	Sharing Economy International	Touch Media Interactive (HK)	7	1
10	10	AnyMind Group	Acqua Media	7	1

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2018 HOLDING COMPANY M&A LEAGUE

LATAM

December 2018

YTD Deal Value (US\$mn)

266

YoY %

96%

YTD Deal Count

9

80%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Accenture	New Content	122	1
2	1	IPG	Cappuccino	35	1
3	2	Dentsu	White Label MKT, Global Mind	30	2
4	3	Publicis Groupe	One Digital	28	1
5	4	Conversica	Intelligens.ai	28	1
6	5	Anchor Worldwide	Divan, Buen Tipo	17	2
7	6	Marcus Thomas	Devs United	7	1

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