



2019 HOLDING COMPANY M&A LEAGUE

GLOBAL

April 2019

YoY %

YTD Deal Value (US\$m)	9,560	68%
YTD Deal Count	144	7%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	14	Publicis Groupe	Blue 449 (remaining stake), Epsilon	4470	2
2	1	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!, Droga5, Shackleton	651	5
3	2	Dentsu	Filter, Happy Marketer, BJL, Comunica+A, Redder Advertising	247	5
4	10	Stagwell Group	MDC Partners, Multiview	240	2
5	3	Cision	TrendKite	225	1
6	4	Taptica	RhythmOne	176	1
7	5	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
8	6	Altamont Capital Partners	Publicis Health Solutions	140	1
9	7	CM Group	Sailthru, Liveclicker	125	2
10	8	McDonald's	Dynamic Yield	123	1
11	9	Outbrain	Ligatus	108	1
12	-	AVENIR GLOBAL	Hanover	92	1
13	11	Informatica	AllSight	92	1
14	12	A.T. Kearney	Cervello	91	1
15	13	Finn Partners	Small Army, Moorgate Communications, CatchOn	71	3

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

April 2019

YTD Deal Value (US\$m)

7,690

YoY %

96%

YTD Deal Count

81

3%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Publicis Groupe	Epsilon	4400	1
2	1	Accenture	Droga5	280	1
3	7	Stagwell Group	MDC Partners, Multiview	240	2
4	2	Cision	TrendKite	225	1
5	3	Taptica	RhythmOne	176	1
6	4	Altamont Capital Partners	Publicis Health Solutions	140	1
7	5	CM Group	Sailthru, Liveclicker	125	2
8	6	McDonald's	Dynamic Yield	123	1
9	8	Informatica	AllSight	92	1
10	9	A.T. Kearney	Cervello	91	1
11	-	Centerbridge Partners	IBM's marketing and commerce software offerings	70	1
12	10	Fishawack Group	Dudnyk	63	1
13	-	Blue Acorn iCi	BrandShop	63	1
14	-	Growth Catalyst Partners	InboxMarketer	63	1
15	-	Nativo	SimpleReach	63	1

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2019 HOLDING COMPANY M&A LEAGUE

EMEA

April 2019

YoY %

YTD Deal Value (US\$m)	1,557	32%
YTD Deal Count	44	52%

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	2	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
3	3	Dentsu	BJL, Comunica+A	151	2
4	4	Outbrain	Ligatus	108	1
5	-	AVENIR GLOBAL	Hanover	92	1
6	5	Publicis Groupe	Blue 449 (remaining stake)	70	1
7	-	Jellyfish	Latitude	62	1
8	6	Urban Airship	Accengage	48	1
9	-	Mapp	Webtrekk	48	1
10	7	Havas Group	Estonian Idea and Lithuanian Publicum	41	1
11	-	Integrate	Akkroo	34	1
12	8	RTL Group	Yospace	33	1
13	9	Switch Media	Mediasmiths AB	29	1
14	10	Finn Partners	Moorgate Communications	28	1
15	11	Providence Equity Partners	Leiki	28	1

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2019 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

April 2019

YoY %

YTD Deal Value (US\$m)	286	-49%
YTD Deal Count	18	-25%

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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