

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	<b>Keda Group</b>	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
2	1	<b>Nantong Metal Forging Group</b>	All Ways Advertising, Wezonet, Run Ad	371	3
3	3	<b>WPP</b>	TNS ICAP, Effect PR, dBOD, Potato, CMI, Viscira, Analytics Quotient	247	17
4	2	<b>IBM</b>	Aperto, Resource/Ammirati, ecx.io	245	3
5	4	<b>Dentsu</b>	Merdeka LHS, Consider Digital, Barnes, Catmur & Friends, Flock, Cardinal Path, Adexpres Group, Darwin	212	11
6	-	<b>Ningbo Cixing</b>	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
7	5	<b>Merkle</b>	Comet Global Consulting, DBG	140	2
8	-	<b>WME/IMG</b>	IMG LIVE, Fusion Marketing	112	2
9	6	<b>Zhejiang Jinhua Electric Co.</b>	Xinli Media	101	1
10	7	<b>RNTS Media</b>	Heyzap, Inneractive	91	2
11	8	<b>Stagwell Group</b>	Code and Theory	74	1
12	10	<b>Interpublic</b>	Speck Design, Mubaloo, The Brooklyn Brothers	73	3
13	9	<b>St Ives Group</b>	The App Business	59	1
14	-	<b>Accenture</b>	IMJ	57	1
15	11	<b>Nielsen</b>	Pointlogic	56	1
				<b>2,479</b>	<b>54</b>

### METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. 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](mailto:greg@rthree.com).

## ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	<b>Keda Group</b>	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
2	1	<b>Nantong Metal Forging Group</b>	All Ways Advertising, Wezonet, Run Ad	371	3
3	-	<b>Ningbo Cixing</b>	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
4	2	<b>Zhejiang Jinhua Electric Co.</b>	Xinli Media	101	1
5	-	<b>Accenture</b>	IMJ	57	1
6	3	<b>Publicis Groupe</b>	MercerBell, Venus Communications	32	2
7	-	<b>EJ Agency&amp;Media Group</b>	Appdp	30	1
8	4	<b>WPP</b>	Analytics Quotient, Vinyl-I	28	2
9	5	<b>LEO Group</b>	Century KP, Summer Sky	28	2
10	6	<b>Edelman</b>	DABO & CO	21	1
11	7	<b>Huayi Schwab</b>	SIGNAL Entertainment Group	17	1
12	8	<b>Allison+Partners</b>	Focused Communications	14	1
13	11	<b>Dentsu</b>	Consider Digital, Barnes, Catmur & Friends, Darwin	7	4
14	-	<b>WE Communications</b>	Buchan Consulting	7	1
15	9	<b>Masterstrokes Advertising</b>	Union Advertizing	7	1
				<b>1,362</b>	<b>27</b>

### METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. 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](mailto:greg@rthree.com).



# 2016 HOLDING COMPANY M&A LEAGUE

April

USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	Viscira, CMI, ArcTouch, Mitu, The Lathe	124	5
2	-	WME/IMG	IMG LIVE, Fusion Marketing	112	2
3	2	IBM	Resource/Ammirati	105	1
4	3	Stagwell Group	Code and Theory	74	1
5	5	Interpublic	Speck Design, The Brooklyn Brothers	59	2
6	-	Rightpoint	Agency Oasis	56	1
7	4	RNTS Media	Heyzap	45	1
8	6	Deloitte Digital	Heat	42	1
9	7	Searchlight Capital Partners	160over90	42	1
10	8	Hakuhodo DY Holdings	Ideo	42	1
11	9	Brandshop	IDEAlley	28	1
12	10	Mobvista	NativeX	25	1
13	11	Dentsu	Cardinal Path	21	1
14	12	The New York Times	HelloSociety	21	1
15	13	Publicis Groupe	Vertiba	17	1
				<b>811</b>	<b>21</b>

## METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. 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](mailto:greg@rthree.com).

## CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	<b>Keda Group</b>	itrax (爱创天杰), ASEA (亚海恒业), Beijing Zhiyue Internet (智阅网络), Data 100(数字一百)	491	4
2	1	<b>Nantong Metal Forging Group</b>	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
3	-	<b>Ningbo Cixing</b>	Hangzhou Duoyile Tech (杭州多义乐网络科技), Hangzhou Youtou Tech (杭州优投科技)	150	2
4	2	<b>Zhejiang Jinhua Electric Co.</b>	Xinli Media (信立传媒)	101	1
5	-	<b>EJ Agency&amp;Media Group</b>	Appdp	30	1
6	3	<b>LEO Group</b>	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
7	-	<b>New Born Town</b>	LeadHUG	6	1
8	4	<b>Dentsu</b>	Darwin	4	1
-	-	<b>Lecron Group</b>		0	0
-	-	<b>GIMC</b>		0	0
-	-	<b>BlueFocus</b>		0	0
-	-	<b>Simei</b>		0	0
-	-	<b>Accenture</b>		0	0
-	-	<b>Liantronics</b>		0	0
-	-	<b>Gravity4</b>		0	0
				<b>1,181</b>	<b>15</b>

### METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. 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](mailto:greg@rthree.com).

## BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
2	1	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
3	-	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
4	2	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
5	3	WPP	3yz Marketing, Grupo Máquina, Analytics Quotient	41	3
6	-	EJ Agency&Media Group	Appdp	30	1
7	4	LEO Group	Century KP, Summer Sky	28	2
8	5	Masterstrokes Advertising	Union Advertizing	7	1
9	6	New Born Town	LeadHUG	6	1
10	7	Dentsu	Darwin, Navegg	5	2
-	-	Lecron Group		-	-
-	-	Omnicom		-	-
-	-	Interpublic		-	-
-	-	GIMC		-	-
-	-	Publicis Groupe		-	-
				<b>1,231</b>	<b>20</b>

### METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. 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](mailto:greg@rthree.com).