



2016 HOLDING COMPANY M&A LEAGUE

February

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Nantong Metal Forging Group	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
2	2	IBM	Aperto, Resource/Ammirati, ecx.io	245	3
3	3	WPP	3yz Marketing, Analytics Quotient, Acertys, TSE Consulting SA	116	11
4	-	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
5	7	Dentsu	Atchung!, Alesport Group, Navegg, Grip	99	4
6	4	Stagwell Group	Code and Theory	74	1
7	5	St Ives Group	The App Business	59	1
8	-	Interpublic	Mubaloo, The Brooklyn Brothers	59	2
9	-	Hakuhodo DY Holdings	Ideo	42	1
10	-	Deloitte Digital	Heat	42	1
11	6	Omnicom	Wednesday Agency Group	38	1
12	8	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
13	-	Merkle	DBG	28	1
14	-	Brandshop	IDEAlley	28	1
15	-	Publicis Groupe	MercerBell	21	1
				1,351	34

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.

ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Nantong Metal Forging Group	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
2	-	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
3	4	WPP	Vinyl I-Co. Ltd	28	2
4	2	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
5	-	Publicis Groupe	MercerBell	21	1
6	3	Huayi Schwab	SIGNAL Entertainment Group	17	1
7	5	Atomic 212	BrandMail	7	1
8	6	Athem Asia	Revo Tech	2	1
-	-	Lecron Group		0	0
-	-	GMIC		0	0
-	-	Dentsu		0	0
-	-	BlueFocus		0	0
-	-	Havas		0	0
-	-	Simei		0	0
-	-	Accenture		0	0
				575	12

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USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	IBM	Resource/Ammirati	105	1
2	2	Stagwell Group	Code and Theory	74	1
3	-	IPG	The Brooklyn Brothers	45	1
4	-	Deloitte Digital	Heat	42	1
5	-	Hakuhodo DY Holdings	Ideo	42	1
6	3	WPP	ArcTouch, Mitu, The Lathe	35	3
7	-	Brandshop	IDEAlley	28	1
8	4	Freuds	Brew Media	15	1
9	-	The Shipyard	O Leary & Partners, Revolocity	13	2
10	5	Bulldog Creative Services	Snowball Digital Marketing	11	1
11	7	Butler, Shine, Stern & Partners	Union Made	11	1
12	6	Pierry Software	C.TRAC	11	1
13	8	Pivotal	Slice of Lime	8	1
14	9	Clearlink	buyCalls	7	1
15	-	Rakuten Marketing	Manifest Commerce	7	1
				454	18

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CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Nantong Metal Forging Group	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
2	-	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
3	2	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
-	-	Lecron Group		0	0
-	-	GMIC		0	0
-	-	BlueFocus		0	0
-	-	Simei		0	0
-	-	Accenture		0	0
-	-	Liantronics		0	0
-	-	Gravity4		0	0
-	-	Serviceplan		0	0
-	-	iClick		0	0
-	-	IPG		0	0
-	-	WPP		0	0
-	-	Ruder Finn		0	0
				500	6

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BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Nantong Metal Forging Group	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
2	-	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
3	3	WPP	3yz Marketing, Grupo Máquina, Analytics Quotient	41	3
4	2	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
5	4	Dentsu	Navegg	1	1
-	-	Lecron Group			
-	-	Omnicom			
-	-	Interpublic			
-	-	GMIC			
-	-	Publicis Groupe			
-	-	BlueFocus			
-	-	Simei			
-	-	Accenture			
-	-	Liantronics			
-	-	Gravity4			
				543	10

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