

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
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	-	IBM	Aperto, Resource/Ammirati	203	2
3	1	WPP	Acertys, Vinyl I-Co. Ltd, Mitu, Grupo Máquina, ArcTouch	77	7
4	-	Stagwell Group	Code and Theory	74	1
5	-	St Ives Group	The App Business	59	1
6	8	Omnicom	Wednesday Agency Group	38	1
7	5	Dentsu	Navegg, Grip	36	2
8	2	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
9	-	Huayi Schwab	SIGNAL Entertainment Group	17	1
10	-	Freuds	Brew Media	15	1
11	-	Bulldog Creative Services	Snowball Digital Marketing	11	1
12	-	Zone	Conceptbakery	11	1
13	-	Butler, Shine, Stern & Partners	Union Made	11	1
14	-	Pierry Software	C.TRAC	11	1
15	-	DJE Holdings	3 Monkeys	9	1
				972	26

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.

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
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	1	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
3	-	Huayi Schwab	SIGNAL Entertainment Group	17	1
4	3	WPP	Vinyl I-Co. Ltd	11	1
4	-	Atomic 212	BrandMail	7	1
5	-	Athem Asia	Revo Tech	2	1
-	2	Lecron Group		0	0
-	4	GMIC		0	0
-	5	Dentsu		0	0
-	6	Publicis Groupe		0	0
-	7	BlueFocus		0	0
-	8	Havas		0	0
-	9	Simei		0	0
-	10	Accenture		0	0
-	11	Liantronics		0	0
				436	9

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.



2016 HOLDING COMPANY M&A LEAGUE

January

USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	IBM	Resource/Ammirati	105	1
2	-	Stagwell Group	Code and Theory	74	1
3	1	WPP	ArcTouch, Mitu, The Lathe	35	3
4	-	Freuds	Brew Media	15	1
5	-	Bulldog Creative Services	Snowball Digital Marketing	11	1
6	-	Pierry Software	C.TRAC	11	1
7	-	Butler, Shine, Stern & Partners	Union Made	11	1
8	-	Pivotal	Slice of Lime	8	1
9	-	Clearlink	buyCalls	7	1
-	2	Publicis Groupe		0	0
-	3	Dentsu		0	0
-	4	Accenture		0	0
-	5	MDC		0	0
-	6	Havas		0	0
-	7	Clarion		0	0
				278	11

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.

CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
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	1	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
-	2	Lecron Group		0	0
-	3	GMIC		0	0
-	4	BlueFocus		0	0
-	5	Simei		0	0
-	6	Accenture		0	0
-	7	Liantronics		0	0
-	8	Gravity4		0	0
-	9	Serviceplan		0	0
-	10	iClick		0	0
-	11	IPG		0	0
-	12	WPP		0	0
-	13	Ruder Finn		0	0
-	14	PwC		0	0
				399	5

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.

BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
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	1	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
3	7	WPP	Grupo Máquina	16	1
4	11	Dentsu	Navegg	1	1
-	2	Lecron Group		0	0
-	3	Omnicom		0	0
-	4	Interpublic		0	0
-	5	GMIC		0	0
-	6	Publicis Groupe		0	0
-	8	BlueFocus		0	0
-	9	Simei		0	0
-	10	Accenture		0	0
-	12	Liantronics		0	0
-	13	Gravity4		0	0
-	14	Serviceplan		0	0
				416	7

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.