



2016 HOLDING COMPANY M&A LEAGUE

March

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	Potato, CMI, Viscira, 3yz Marketing, Analytics Quotient	235	14
4	5	Dentsu	Barnes, Catmur & Friends, Flock, Cardinal Path, Adexpres Group, Darwin	210	9
5	13	Merkle	DBG	140	2
6	4	Zhejiang Jinhua Electric Co.	Xinli Media (信立传媒)	101	1
7	-	RNTS Media	Heyzap, Inneractive	91	2
8	6	Stagwell Group	Code and Theory	74	1
9	7	St Ives Group	The App Business	59	1
10	8	Interpublic	Mubaloo, The Brooklyn Brothers	59	2
11	-	Nielsen	Pointlogic	56	1
12	15	Publicis Groupe	MercerBell, Vertiba, Venus Communications	49	3
13	9	Hakuhodo DY Holdings	Ideo	42	1
14	-	Searchlight Capital Parnters	160over90	42	1
15	10	Deloitte Digital	Heat	42	1
				1,816	45

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	2	Zhejiang Jinhua Electric Co.	Xinli Media (信立传媒)	101	1
3	5	Publicis Groupe	MercerBell, Venus Communications	32	2
4	3	WPP	Analytics Quotient, Vinyl-I	28	2
5	4	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
6	-	Edelman	DABO & CO	21	1
7	6	Huayi Schwab	SIGNAL Entertainment Group	17	1
8	-	Allison+Partners	Focused Communications	14	1
9	-	Masterstrokes Advertising	Union Advertizing	7	1
10	7	Atomic 212	BrandMail	7	1
11	-	Dentsu	Barnes, Catmur & Friends, Darwin	6	2
12	-	New Born Town	LeadHUG	6	1
13	8	Anthem Asia	Revo Tech	2	1
14	-	Lecron Group		0	0
15	-	GIMC		0	0
				640	19

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USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	6	WPP	ArcTouch, Mitu, The Lathe	124	5
2	1	IBM	Resource/Ammirati	105	1
3	2	Stagwell Group	Code and Theory	74	1
4	-	RNTS Media	Heyzap, Inneractive	45	1
5	3	IPG	The Brooklyn Brothers	45	1
6	4	Deloitte Digital	Heat	42	1
7	-	Searchlight Capital Partners	160over90	42	1
8	5	Hakuhodo DY Holdings	Ideo	42	1
9	7	Brandshop	IDEAlley	28	1
10	-	Mobvista	NativeX	25	1
11	-	Dentsu	Cardinal Path	21	1
12	-	The New York Times	HelloSociety	21	1
13	-	Publicis Grupe	Vertiba	17	1
14	8	Freuds	Brew Media	15	1
15	-	M&C Saatchi	MCD Partners	14	1
				658	19

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CHINA

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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 (信立传媒)	101	1
3	2	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
4	-	Dentsu	Darwin	4	1
-	-	Lecron Group		0	0
-	-	GIMC		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
				504	7

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BRICS

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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	Zhejiang Jinhua Electric Co.	Xinli Media (信立传媒)	101	1
3	3	WPP	3yz Marketing, Grupo Máquina, Analytics Quotient	41	3
4	4	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
5	-	Masterstrokes Advertising	Union Advertizing	7	1
6	-	New Born Town	LeadHUG	6	1
7	5	Dentsu	Navegg	5	2
-	-	Lecron Group		0	0
-	-	Omnicom		0	0
-	-	Interpublic		0	0
-	-	GIMC		0	0
-	-	Publicis Groupe		0	0
-	-	BlueFocus		0	0
-	-	Simei		0	0
-	-	Accenture		0	0
				559	13

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