

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
2	2	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
3	3	WPP	TNS ICAP, Effect PR, dBOD, Potato, CMI, Viscira, Analytics Quotient	247	17
4	4	IBM	Aperto, Resource/Ammirati, ecx.io	245	3
5	5	Dentsu	VeryStar, Digital Republic, Liveposter, Merdeka LHS, Consider Digital, Barnes, Catmur & Friends, Flock,	225	15
6	6	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
7	7	Merkle	Comet Global Consulting, DBG	140	2
8	-	TIK Films	Adwo	125	1
9	8	WME/IMG	IMG LIVE, Fusion Marketing	112	2
10	-	Golden Laser	INAD	105	1
11	9	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
12	10	RNTS Media	Heyzap, Inneractive	91	2
13	11	Stagwell Group	Code and Theory	74	1
14	12	Interpublic	Speck Design, Mubaloo, The Brooklyn Brothers	73	3
15	-	Omnicom	Rabin Martin, BioPharm Communications, Wednesday Agency Group	62	3
				2,612	60

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	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
2	2	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
3	3	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
4	-	TIK Films	Adwo	125	1
5	-	Golden Laser	INAD	105	1
6	4	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
7	5	Accenture	IMJ	57	1
8	6	Publicis Groupe	MercerBell, Venus Communications	32	2
9	7	EJ Agency&Media Group	Appdp	30	1
10	8	WPP	Analytics Quotient, Vinyl-I	28	2
11	9	LEO Group	Century KP, Summer Sky	28	2
12	10	Edelman	DABO & CO	21	1
13	11	Huayi Schwab	SIGNAL Entertainment Group	17	1
14	-	IVE Group	JBA	14	1
15	12	Allison+Partners	Focused Communications	14	1
				1,585	24

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1	1	WPP	Viscira, CMI, ArcTouch, Mitu, The Lathe	124	5
2	2	WME/IMG	IMG LIVE, Fusion Marketing	112	2
3	3	IBM	Resource/Ammirati	105	1
4	4	Stagwell Group	Code and Theory	74	1
5	5	Interpublic	Speck Design, The Brooklyn Brothers	59	2
6	6	Rightpoint	Agency Oasis	56	1
7	7	RNTS Media	Heyzap	45	1
8	8	Deloitte Digital	Heat	42	1
9	9	Searchlight Capital Partners	160over90	42	1
10	10	Hakuhodo DY Holdings	Ideo	42	1
12	11	Brandshop	IDEAlley	33	1
14	12	Mobvista	NativeX	28	1
15	-	Chime Communications	Muhtayzik Hoffer	28	1
13	-	RES Publica	Shift Communications	25	1
11	-	Mountaingate Capital	W2O Group	24	1
				838	21

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CHINA

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1	1	Keda Group	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	2	Nantong Metal Forging Group	All Ways Advertising (亿家晶视), Wezonet (北京维桌), Run Ad (上海广润)	371	3
3	3	Ningbo Cixing	Hangzhou Duoyile Tech (杭州多义乐网络科技有限公司), Hangzhou Youtou Tech (杭州优投科技)	150	2
4	-	TIK Films	Adwo	125	1
5	-	Golden Laser	INAD (致趣广告)	105	1
6	4	Zhejiang Jinhua Electric Co.	Xinli Media (信立传媒)	101	1
7	5	EJ Agency&Media Group	Appdp	30	1
8	6	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
9	-	Remark Media	China Branding Group	8	1
10	8	Dentsu	Verystar, Darwin	6	2
11	7	New Born Town	LeadHUG	6	1
-	-	Lecron Group		-	-
-	-	GIMC		-	-
-	-	BlueFocus		-	-
-	-	Simei		-	-
				1,421	19

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BRICS

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2	2	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
3	3	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
4	-	TIK Films	Adwo	125	1
5	-	Golden Laser	INAD	105	1
6	4	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
7	5	WPP	3yz Marketing, Grupo Máquina, Analytics Quotient	41	3
8	6	EJ Agency&Media Group	Appdp	30	1
9	7	LEO Group	Century KP, Summer Sky	28	2
10	10	Dentsu	VeryStar, Darwin, Navegg	8	3
11	-	Remark Media	China Branding Group	8	1
12	8	Masterstrokes Advertising	Union Advertizing	7	1
13	9	New Born Town	LeadHUG	6	1
-	-	Lecron Group			
-	-	Omnicom			
				1,471	24

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