

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Avid Media, WITH Collective, C2C Outdoor, Keneo, Merkle, Gyro, VeryStar, Digital Republic	1,783	31
2	2	Miteno	BBHI	900	1
3	3	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
4	4	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
5	5	Telenor	Tapad	360	1
6	6	WPP	Linkpulse, iStrategyLabs, Maruri Publicidad, All Def Digital, TNS ICAP, Effect PR, dBOD, Potato, CMI	350	28
7	7	Nielsen	Pointlogic, Repucom	252	2
8	8	IBM	Aperto, Resource/Ammirati, ecx.io	245	3
9	9	Simei	Grand Media, Zhangwei Technology, Key iMedia	232	3
10	10	Sky Dragon Group	QDZZ, UniqueAd	170	2
11	11	Stagwell Group	PMX Agency, Code & Theory	166	2
12	12	Gannett	ReachLocal	158	1
13	-	Vista Equity Partners	GovDelivery	154	1
14	13	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
15	-	Spearhead	Smaato	148	1
				5,931	85

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

September

ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Miteno	BBHI	900	1
2	2	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
3	3	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
4	4	Simei	Grand Media, Zhangwei Technology, Key iMedia	232	3
5	5	Nielsen	Repucom	196	1
6	6	Sky Dragon Group	QDZZ, UniqueAd	170	2
7	7	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
8	8	TIK Films	Adwo	125	1
9	-	Dentsu	Perfect Relations Group, Darwin, Verystar, Search Factory, Scorch, Consider Digital	115	10
10	9	Zeus Entertainment	Herun Media	111	1
11	10	Golden Laser	INAD	105	1
12	11	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
13	12	Accenture	IMJ	57	1
14	-	Septeni Holdings	Lion & Lion	56	1
15	-	KT Corp.	N Search Marketing Corp	54	1
				3,235	33

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2016 HOLDING COMPANY M&A LEAGUE

September

USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	C2C Outdoor, Cardinal Path, Merkle, Gyro	1,260	6
2	2	Telenor	Tapad	360	1
3	3	Stagwell Group	PMX Agency, Code and Theory	166	2
4	4	Gannett	ReachLocal	158	1
5	5	WPP	iStrategyLabs, Woven Digital, All Def Digital, Viscira, CMI	154	8
6	-	Vista Equity Partners	GovDelivery	154	1
7	6	Spearhead	Smaato	148	1
8	7	Cognizant	Idea Couture	112	1
9	8	Imagine Print Solution	Midnight Oil	112	1
10	9	WME/IMG	IMG LIVE, Fusion Marketing	112	2
11	10	Zeat Interactive	Acxiom (Enterprise Marketing Division)	112	1
12	-	Eastport Holdings	BFG Communications	112	1
13	11	IBM	Resource/Ammirati	105	1
14	-	Baird Capital	R2integrated	79	1
15	12	Sgsco	Webb deVlam	63	1
				3,207	29

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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	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	Simei	Grand Media, Zhangwei Technology, Key iMedia	232	3
4	4	Sky Dragon Group	QDZZ, UniqueAd	170	2
5	5	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
6	6	TIK Films	Adwo	125	1
7	7	Zeus Entertainment	Herun Media	111	1
8	8	Golden Laser	INAD (致趣广告)	105	1
9	9	Zhejiang Jinhua Electric Co.	Xinli Media (信立传媒)	101	1
10	10	Beijing Join-Cheer Software	EverMotion	31	1
11	11	EJ Agency&Media Group	Appdp	30	1
12	12	LEO Group	Century KP (世纪鲲鹏), Summer Sky (盛夏星空)	28	2
13	13	Dentsu	Verystar, Darwin, WIS Performance Media	23	3
14	14	Remark Media	China Branding Group	8	1
15	15	New Born Town	LeadHUG	6	1
				1,982	27

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BRICS

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1	1	Miteno	BBHI	900	1
2	2	Keda Group	itrax, ASEA, Beijing Zhiyue Internet, Data 100	491	4
3	3	Nantong Metal Forging Group	All Ways Advertising, Wezonet, Run Ad	371	3
4	4	Simei	Grand Media, Zhangwei Technology, Key iMedia	232	3
5	15	Dentsu	Cosin & Associados Consultoria e Serviços de Informática, Perfect Relations Group, VeryStar, Darwin, Navegg	220	6
6	5	Sky Dragon Group	QDZZ, UniqueAd	170	2
7	6	Ningbo Cixing	Hangzhou Duoyile Tech, Hangzhou Youtou Tech	150	2
8	7	TIK Films	Adwo	125	1
9	8	Zeus Entertainment	Herun Media	111	1
10	9	Golden Laser	INAD	105	1
11	10	Zhejiang Jinhua Electric Co.	Xinli Media	101	1
12	11	WPP	Easycom Group, 3yz Marketing, Grupo Máquina, Analytics Quotient	44	4
13	12	Beijing Join-Cheer Software	EverMotion	31	1
14	13	EJ Agency&Media Group	Appdp	30	1
15	14	LEO Group	Century KP, Summer Sky	28	2
				3,111	33

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