

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Band Interprise, Dwi Sapta Group, blue-infinity	276	3
2	2	WPP	DT, Eightytwenty, Pmweb Comunicação, Shanghai Ogilvy & Mather Advertising, MediaCom India	224	10
3	-	Ascential	MediaLink	112	1
4	-	Accenture	SinnerSchrader	106	1
5	-	Hakuhodo	Integrated Communications Group	84	1
6	-	GI Solutions Group	Eclipse Web	76	1
7	-	Interel	AMG	70	1
8	3	NEP Group	Avesco Group	63	1
9	4	Salesforce	Sequence	56	1
10	5	Time Inc	Adelphic	49	1
11	6	LDC	Fishawack Group	47	1
12	-	Omnicom	Lucky Generals	45	1
13	7	DMA Media	TheNewsMarket	43	1
14	8	Zone Digital	HEAD	25	1
15	-	M&C Saatchi	Bohemia	25	1
				1,302	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.



ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	Hakuhodo	Integrated Communications Group	84	1
2	1	WPP	DT, Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India	60	4
3	2	Dentsu	Band Interprise, Dwi Sapta Group	59	2
4	-	M&C Saatchi	Bohemia	25	1
5	-	Tensyn	He day Milky Way	15	1
6	3	Simei	Shanghai Zhihai Yangtao	13	1
7	-	Domino's	IPG Connect	6	1
				262	11

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NORTH AMERICA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	Ascential	MediaLink	112	1
2	-	Interel	AMG	70	1
3	1	Salesforce	Sequence	56	1
4	2	Time Inc	Adelphic	49	1
5	3	DMA Media	TheNewsMarket	43	1
6	-	WPP	Zubi Advertising Services, SubVR-sive	27	2
7	4	Learfield Communications	Mogo Interactive	21	1
8	5	Axel Springer	ShareASale	21	1
9	6	Innotech Capitals	Ad-Juster	17	1
10	-	OwnLocal	Print2Web	17	1
11	7	Clutch	Persio	17	1
12	8	Hakuhodo DY	Beworks	14	1
13	-	Mountaingate Capital	Elite SEM	7	1
14	9	French/West/Vaughan	Fetching Communications	7	1
15	-	Haneke Design	True Green Studios	7	1
				485	16

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2017 HOLDING COMPANY M&A LEAGUE

February

CHINA

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1	1	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting	50	2
2	-	Tensyn	He day Milky Way (瀚天星河)	15	1
3	2	Simei	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1
				78	4

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EUROPE

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	blue-infinity	217	1
2	2	WPP	Eperium, Newsaccess, Eightytwenty	129	3
3	-	Accenture	SinnerSchrader	106	1
4	-	GI Solutions Group	Eclipse Web	76	1
5	3	NEP Group	Avesco Group	63	1
6	4	LDC	Fishawack Group	47	1
7	-	Omnicom	Lucky Generals	45	1
8	5	Zone Digital	HEAD	25	1
9	6	Webedia	Peach Digital	21	1
10	7	Four	Insight Consulting Group	17	1
10	8	Altavia	Dekatlon Buzz	17	1
12	9	Valtech SE	People Interactive	15	1
12	10	Age Partnership	The Marketing Lab	8	1
12	11	Fifteen	Attitude Design	8	1
12	12	Tangent	Decibel Digital	8	1
				804	17

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2017 HOLDING COMPANY M&A LEAGUE

February

LATAM

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	1	WPP	Pmweb Comunicação	7	1
				7	1

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