

GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	Dentsu	Dwi Sapta Group, blue-infinity	265	2
2	-	WPP	Pmweb Comunicação, Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India	182	5
3	-	NEP Group	Avesco Group	63	1
4	-	Salesforce	Sequence	56	1
5	-	Time Inc	Adelphic	49	1
6	-	LDC	Fishawack Group	47	1
7	-	DMA Media	TheNewsMarket	43	1
8	-	Zone Digital	HEAD	25	1
9	-	Webedia	Peach Digital	21	1
10	-	Learfield Communications	Mogo Interactive	21	1
11	-	Axel Springer	ShareASale	21	1
12	-	Four	Insight Consulting Group	17	1
13	-	Innotech Capitals	Ad-Juster	17	1
14	-	Altavia	Dekatlon Buzz	17	1
15	-	Clutch	Persio	17	1
				861	20

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	-	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India	54	3
2	-	Dentsu	Dwi Sapta Group	48	1
3	-	Simei	Shanghai Zhihai Yangtao	13	1
				115	5

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2017 HOLDING COMPANY M&A LEAGUE

January

NORTH AMERICA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	Salesforce	Sequence	56	1
2	-	Time Inc	Adelphic	49	1
3	-	DMA Media	TheNewsMarket	43	1
4	-	Learfield Communications	Mogo Interactive	21	1
5	-	Axel Springer	ShareASale	21	1
6	-	Innotech Capitals	Ad-Juster	17	1
7	-	Clutch	Persio	17	1
8	-	Hakuhodo DY	Beworks	14	1
9	-	French/West/Vaughan	Fetching Communications	7	1
10	-	Taoti Creative	Socha Dev	6	1
11	-	On Ideas	C•Suite Communications	6	1
12	-	Roberts Communications Inc.	Brandtatorship	4	1
13	-	DEG	Hint Studios	4	1
14	-	Acosta	Contemporary Foodservice Marketing	4	1
15	-	Zehnder Communications	Proofhouse	3	1
				272	15

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2017 HOLDING COMPANY M&A LEAGUE

January

CHINA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting	50	2
2	-	Simei	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1
				63	3

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EUROPE

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	-	Dentsu	blue-infinity	217	1
2	-	WPP	Eperium	120	1
3	-	NEP Group	Avesco Group	63	1
4	-	LDC	Fishawack Group	47	1
5	-	Zone Digital	HEAD	25	1
6	-	Webedia	Peach Digital	21	1
7	-	Four	Insight Consulting Group	17	1
8	-	Altavia	Dekatlon Buzz	17	1
9	-	Valtech SE	People Interactive	15	1
10	-	Age Partnership	The Marketing Lab	8	1
11	-	Fifteen	Attitude Design	8	1
12	-	Tangent	Decibel Digital	8	1
13	-	USU Software AG	unitB technology	5	1
14	-	Drummond Central	Coalface	3	1
15	-	WS Advertising	Tregartha Dinnie	3	1
				579	15

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2017 HOLDING COMPANY M&A LEAGUE

January

LATAM

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

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