



2017 HOLDING COMPANY M&A LEAGUE

March

GLOBAL

TOTAL DEAL VALUE (\$MN)

2,021

TOTAL DEAL NUMBER

94

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Band Interprise, Dwi Sapta Group, blue-infinity, Grant Group	304	4
2	2	WPP	DT, Eightytwo, Pmweb Comunicação, Shanghai Ogilvy & Mather Advertising, MediaCom India	239	12
3	3	Ascential	MediaLink	112	1
4	4	Accenture	SinnerSchrader	106	1
5	-	Econocom	Gigigo Group	84	1
6	5	Hakuhodo	Integrated Communications Group	84	1
7	6	GI Solutions Group	Eclipse Web	76	1
8	7	Interel	AMG	70	1
9	8	NEP Group	Avesco Group	63	1
10	9	Salesforce	Sequence	56	1
11	10	Time Inc	Adelphic	49	1
12	11	LDC	Fishawack Group	47	1
13	12	Omnicom	Lucky Generals	45	1
14	13	DMA Media	TheNewsMarket	43	1
15	-	Entravision Communications	Headway	35	1

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

TOTAL DEAL VALUE (\$MN)	361
TOTAL DEAL NUMBER	18

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	3	Dentsu	Grant Group, Band Interprise, Dwi Sapta Group	87	3
2	1	Hakuhodo	Integrated Communications Group	84	1
3	2	WPP	DT, Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India	73	5
4	-	HNA Group	WE Marketing Group	29	1
5	4	M&C Saatchi	Bohemia	25	1
6	-	WE Comunication	Red Bridge, WATATAWA	25	2
7	5	Tensyn	He day Milky Way	15	1
8	6	Simei	Shanghai Zhihai Yangtao	13	1
9	7	Domino's	IPG Connect	6	1
10	-	Havas Group	Mr Smith, BD Australia	4	2

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NORTH AMERICA

TOTAL DEAL VALUE (\$MN)	655
TOTAL DEAL NUMBER	42

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Ascential	MediaLink	112	1
2	2	Interel	AMG	70	1
3	3	Salesforce	Sequence	56	1
4	4	Time Inc	Adelphic	49	1
5	5	DMA Media	TheNewsMarket	43	1
6	-	Dolphin Digital	42West	28	1
7	6	WPP	Zubi Advertising Services, SubVRsive	27	2
8	7	Learfield Communications	Mogo Interactive	21	1
9	8	Axel Springer	ShareASale	21	1
10	-	Globant	Ratio	20	1
11	9	Innotech Capitals	Ad-Juster	17	1
12	10	OwnLocal	Print2Web	17	1
13	11	Clutch	Persio	17	1
14	-	Tallwave	Ethology	14	1
15	12	Hakuhodo DY	Beworks	14	1

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CHINA

TOTAL DEAL VALUE (\$MN)	137
TOTAL DEAL NUMBER	7

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting	63	3
2	-	HNA Group	WE Marketing Group (威汉营销)	29	1
3	-	WE Communications	Red Bridge	17	1
4	2	Tensyn	He day Milky Way (瀚天星河)	15	1
5	3	Simei	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1

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EUROPE

TOTAL DEAL VALUE (\$MN)	962
TOTAL DEAL NUMBER	32

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1	1	Dentsu	blue-infinity	217	1
2	2	WPP	Bruketa&Žinić, Eperium, Newsaccess, Eightytwenty	132	4
3	3	Accenture	SinnerSchrader	106	1
4	-	Econocom	Gigigo Group	84	1
5	4	GI Solutions Group	Eclipse Web	76	1
6	5	NEP Group	Avesco Group	63	1
7	6	LDC	Fishawack Group	47	1
8	7	Omnicom	Lucky Generals	45	1
9	-	Havas Group	Agence79	28	1
10	8	Zone Digital	HEAD	25	1
11	9	Webedia	Peach Digital	21	1
12	10	Four	Legend Engage, Insight Consulting Group	18	2
13	10	Altavia	Dekatlon Buzz	17	1
14	12	Valtech SE	People Interactive	15	1
15	-	Fifteen	Attitude Design	8	1

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LATAM

TOTAL DEAL VALUE (\$MN) 42

TOTAL DEAL NUMBER 2

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Entravision Communications	Headway	35	1
2	1	WPP	Pmweb Comunicação	7	1

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