



2017 HOLDING COMPANY M&A LEAGUE

GLOBAL

May-17

Total Deal Value (\$mn) **3,431**
Total Deal Number **157**

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, Leapfrog Online, DIVISADERO, SVG Media Group, media.at, SesliHarfler, Accordant	470	10
2	2	WPP	DT, Eightytwenty, Pmweb Comunicação, Shanghai Ogilvy & Mather Advertising, MediaCom India, Deeplocal, 88rising, Marketplace Ignition	280	15
3	3	Accenture	SinnerSchrader, Kunstmaan, The Monkeys + MAUD, Media Hive	250	4
4	-	MCH Group	MC2 ("MC-squared")	219	1
5	4	Ascential	MediaLink	112	1
6	5	CMC Capital Partners	Creative Artists Agency	105	1
7	6	Shenzhen Media Group (SZMG)	BEHE Adtech Solution	97	1
8	7	Econocom	Gigigo Group	84	1
9	8	Hakuhodo	Integrated Communications Group	84	1
10	9	GI Solutions Group	Eclipse Web	76	1
11	-	Guangdong Advertising Group	Shanghai Tuochang	76	1
12	10	Interel	AMG	70	1
13	-	Beringer Capital	Blue Acorn, iCiDIGITAL	67	2
14	11	NEP Group	Avesco Group	63	1
15	12	Salesforce	Sequence	56	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



2017 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

May-17

Total Deal Value (\$mn) **755**
Total Deal Number **33**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	Grant Group, Band Interprise, Dwi Sapta Group, SVG Media Group, Accordant	129	5
2	2	Shenzhen Media Group (SZMG)	BEHE Adtech Solution	97	1
3	3	Hakuhodo	Integrated Communications Group	84	1
4	-	Guangdong Advertising Group	Shanghai Tuochang	76	1
5	4	WPP	DT, Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India, 3Ti Solutions	73	5
6	-	Accenture	The Monkeys + MAUD	56	1
7	5	HNA Group	WE Marketing Group	29	1
8	-	Melbourne IT	WME Group	28	1
9	6	M&C Saatchi	Bohemia	25	1
10	7	WE Communications	Red Bridge, WATATAWA	25	2

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2017 HOLDING COMPANY M&A LEAGUE

NORTH AMERICA

May-17

Total Deal Value (\$mn) **1,402**
Total Deal Number **78**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	MCH Group	MC2 ("MC-squared")	219	1
2	1	Ascential	MediaLink	112	1
3	2	CMC Capital Partners	Creative Artists Agency	105	1
4	3	Interel	AMG	70	1
5	8	WPP	Zubi Advertising Services, SubVRsive, Deeplocal, 88rising, Marketplace Ignition	68	5
6	10	Beringer Capital	Blue Acorn, iCiDIGITAL	67	2
7	4	Salesforce	Sequence	56	1
8	7	Stagwell Group	Targeted Victory, Wolfgang L.A., Scout, MMI AGENCY	56	4
9	5	Time Inc	Adelphic	49	1
10	6	Dentsu	Leapfrog Online	49	1
11	9	DMA Media	TheNewsMarket	43	1
12	11	Dolphin Digital	42West	28	1
13	13	Axel Springer	ShareASale	21	1
14	12	Learfield Communications	Mogo Interactive	21	1
15	14	Yelp	Turnstyle Analytics	20	1

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2017 HOLDING COMPANY M&A LEAGUE

CHINA

May-17

Total Deal Value (\$mn) **339**

Total Deal Number **11**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Shenzhen Media Group (SZMG)	BEHE Adtech Solution (璧合科技)	97	1
2	-	Guangdong Advertising Group	Shanghai Tuochang (上海拓畅)	76	1
3	2	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, 3Ti Solutions	63	3
4	3	HNA Group	WE Marketing Group (威汉营销)	29	1
5	4	WE Communications	Red Bridge	17	1
6	5	Tensyn (腾信)	He day Milky Way (瀚天星河)	15	1
7	-	Shunya International	inke.tv (映客直播)	14	1
8	-	Teneo Holdings	Ryan Communication	14	1
9	6	Simei	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1

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2017 HOLDING COMPANY M&A LEAGUE

EUROPE

May-17

Total Deal Value (\$mn) **1,221**
Total Deal Number **43**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	blue-infinity, DIVISADERO, media.at, SesliHarfler	292	4
2	2	Accenture	Kunstmaan, SinnerSchrader	176	2
3	3	WPP	Brucketa&Žinić, Eperium, Newsaccess, Eightytwenty	132	4
4	4	Econocom	Gigigo Group	84	1
5	5	GI Solutions Group	Eclipse Web	76	1
6	6	NEP Group	Avesco Group	63	1
7	-	PwC	Pond	49	1
8	7	LDC	Fishawack Group	47	1
9	8	Omnicom	Lucky Generals	45	1
10	9	Havas Group	Agence79	28	1
11	10	Zone Digital	HEAD	25	1
12	11	Webedia	Peach Digital	21	1
13	12	KKR	Hangar Seven	19	1
14	13	Four	Legend Engage, Insight Consulting Group	18	2
15	-	Sideshow Group	Thinking Juice	17	1

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2017 HOLDING COMPANY M&A LEAGUE

LATAM

May-17

Total Deal Value (\$mn) **516**

Total Deal Number **24**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Entravision Communications	Headway, DataXpand	46	2
2	2	WPP	Pmweb Comunicação	7	1

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