

JAN – JUN 2016

M&A ACTIVITIES



TOTAL DEAL VALUE
USD 2,150M



AVERAGE DEAL VALUE

TOP THREE DEALS

1 telenor group acquiring TAPAD

2 GANNETT acquiring REACHLOCAL

3 SPEARHEAD acquiring smaato

TOP THREE DEALS BY AGENCY HOLDING COMPANY

1 WPP acquiring cmi

2 IPG acquiring THE BROOKLYN BROTHERS

3 WPP acquiring viscira



TOP BUYERS

● NO. OF DEALS
○ ACQUIRER
\$ VALUE

