



2019 HOLDING COMPANY M&A LEAGUE

GLOBAL

February 2019

YoY %

YTD Deal Value (US\$m)	2,178	-34%
YTD Deal Count	64	-10%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	8	Dentsu	Filter, Happy Marketer, BJL, Comunica+A	236	4
2	1	Cision	TrendKite	225	1
3	-	Taptica	RhythmOne	176	1
4	2	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
5	-	Altamont Capital Partners	Publicis Health Solutions	140	1
6	3	CM Group	Sailthru, Liveclicker	125	2
7	-	Outbrain	Ligatus	108	1
8	-	Publicis Groupe	Blue 449 (remaining stake)	70	1
9	4	WE Communications	Codeword	62	1
10	-	Millpond Equity Partners	Futuri Media	60	1
11	5	Urban Airship	Accengage	48	1
12	6	rbb Communications	Z COMM	48	1
13	-	Finn Partners	CatchOn, Moorgate Communications	43	2
14	7	Havas Group	Estonian Idea and Lithuanian Publicum	41	1
15	10	Claritas	Barometrics, AcquireWeb	34	2

METHODOLOGY

To compile this table, R3 reviews all public sources for M&A news across all marketing and media sectors on a monthly basis. 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.



2019 HOLDING COMPANY M&A LEAGUE

NORTH AMERICA

February 2019

YoY %

YTD Deal Value (US\$m)	1,155	-53%
YTD Deal Count	28	-38%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Cision	TrendKite	225	1
2	-	Taptica	RhythmOne	176	1
3	-	Altamont Capital Partners	Publicis Health Solutions	140	1
4	2	CM Group	Sailthru, Liveclicker	125	2
5	3	WE Communications	Codeword	62	1
6	-	Millpond Equity Partners	Futuri Media	60	1
7	4	rbb Communications	Z COMM	48	1
8	5	Dentsu	Filter	40	1
9	6	Argyle Group	Context, Changemakers	34	2
10	7	Claritas	AcquireWeb, Barometrics	34	2
11	-	Avtex	Automated Voice & Data Solutions (AVDS)	31	1
12	8	Salesforce.org	roundCorner	28	1
13	9	Didit	Print Digital Plus	21	1
14	-	ChizComm	Beacon Media	18	1
15	-	Data Decisions Group	Reach Analytics	18	1

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2019 HOLDING COMPANY M&A LEAGUE

EMEA

February 2019

YoY %

YTD Deal Value (US\$m)	833	39%
YTD Deal Count	25	56%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
2	-	Dentsu	BJL, Comunica+A	151	2
3	-	Outbrain	Ligatus	108	1
4	-	Publicis Groupe	Blue 449 (remaining stake)	70	1
5	2	Urban Airship	Accengage	48	1
6	3	Havas Group	Estonian Idea and Lithuanian Publicum	41	1
7	4	RTL Group	Yospace	33	1
9	-	Switch Media	Mediasmiths AB	29	1
9	-	Finn Partners	Moorgate Communications	28	1
10	5	Providence Equity Partners	Leiki	28	1
11	-	Reach4entertainment	Buzz 16 Productions, Sold Out	23	2
12	6	Vivaldi	Gravity Thinking	18	1
13	-	MyCleverGroup	HCL Marketing	18	1
14	7	Big Group	Brandworks, 230V	18	2
15	9	Next 15	Planning-Inc Limited, Custom Research division of Wealth-X (formerly Ledbury Research)	15	2

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2019 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

February 2019

YoY %

YTD Deal Value (US\$m)

191

4%

YTD Deal Count

11

22%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$m)	NO. OF DEALS
1	-	Dentsu	Happy Marketer	45	1
2	1	AdGeek	The Studio by CtrlShift	32	1
3	2	Advent International	Popcorn Global	20	1
4	-	Gushcloud	DSTNCT	17	1
5	3	Adjust	Unbotify	17	1
6	4	Finn Partners	CatchOn	15	1
7	-	Dricki	Etalktech.Com	14	1
8	-	Active International	Paykel Media	14	1
9	-	KWP	O'Rourke Public Relations	7	1
10	-	Connatix	Kamidoo	7	1
11	5	YDM Thailand	FCB Bangkok	4	1

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