



2019 HOLDING COMPANY M&A LEAGUE

GLOBAL

January 2019

YoY %

YTD Deal Value (US\$m)	1,146	-35%
YTD Deal Count	35	-8%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Cision	TrendKite	225	1
2	-	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
3	-	CM Group	Sailthru, Liveclicker	125	2
4	-	WE Communications	Codeword	62	1
5	-	Urban Airship	Accengage	48	1
6	-	rbb Communications	Z COMM	48	1
7	-	Havas Group	Estonian Idea and Lithuanian Publicum	41	1
8	-	Dentsu	Filter	40	1
9	-	Argyle Group	Context, Changemakers	34	2
10	-	Claritas	Barometrics, AcquireWeb	34	2
11	-	RTL Group	Yospace	33	1
12	-	AdGeek	The Studio by CtrlShift	32	1
13	-	Salesforce.org	roundCorner	28	1
14	-	Providence Equity Partners	Leiki	28	1
15	-	Didit	Print Digital Plus	21	1

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

January 2019

YoY %

YTD Deal Value (US\$m)	685	-46%
YTD Deal Count	19	-24%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Cision	TrendKite	225	1
2	-	CM Group	Sailthru, Liveclicker	125	2
3	-	WE Communications	Codeword	62	1
4	-	rbb Communications	Z COMM	48	1
5	-	Dentsu	Filter	40	1
6	-	Argyle Group	Context, Changemakers	34	2
7	-	Claritas	AcquireWeb, Barometrics	34	2
8	-	Salesforce.org	roundCorner	28	1
9	-	Didit	Print Digital Plus	21	1
10	-	Media Management Inc.	Sponsorship Science	14	1
11	-	Wheelhouse Entertainment	Portal A	14	1
12	-	Dalton Agency	Anode	11	1
13	-	REQ	SpeakerBox	11	1
14	-	UserTesting	UserMuse	7	1
15	-	OKD Marketing	MJM Media	7	1

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

EMEA

January 2019

YoY %

YTD Deal Value (US\$m)	375	-1%
YTD Deal Count	11	22%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
2	-	Urban Airship	Accengage	48	1
3	-	Havas Group	Estonian Idea and Lithuanian Publicum	41	1
4	-	RTL Group	Yospace	33	1
5	-	Providence Equity Partners	Leiki	28	1
6	-	Vivaldi	Gravity Thinking	18	1
7	-	Big Group	Brandworks, 230V	18	2
8	-	Cinven	RTB House	14	1
9	-	Next 15	Planning-Inc Limited	8	1
10	-	Narvar	Kronos Care	8	1

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

ASIA PACIFIC

January 2019

YoY %

YTD Deal Value (US\$m)	87	-9%
YTD Deal Count	5	67%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	AdGeek	The Studio by CtrlShift	32	1
2	-	Advent International	Popcorn Global	20	1
3	-	Adjust	Unbotify	17	1
4	-	Finn Partners	CatchOn	15	1
5	-	YDM Thailand	FCB Bangkok	4	1

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

CHINA

January 2019

YoY %

YTD Deal Value (US\$mn)	15	-66%
YTD Deal Count	1	-50%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Finn Partners	CatchOn	15	1

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

LATAM

January 2019

YoY %

YTD Deal Value (US\$mn)	0	#DIV/0!
YTD Deal Count	0	#DIV/0!

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS

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.