



2017 HOLDING COMPANY M&A LEAGUE

GLOBAL

July 2017

YTD Deal Value (\$mn) **5,077**
YTD Deal Number **224**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Dentsu	DIVISADERO, SVG Media Group, media.at, SesiiHarfler, Accordant, Outfox Intelligence AB, Novus Asia, Grail, The Customer Framework, Gleam Futures, Aquila Insight, Sokrati Technologies	538	17
2	3	WPP	3Ti Solutions, Deeplocal, Marketplace Ignition, 88rising, Catbird Seat, The Cocktail, Celtra, Mic Network, thjnk AG, Sensio, Within Unlimited	500	22
3	2	Accenture	SinnerSchrader, Kunstmaan, The Monkeys + MAUD, Media Hive, Intrepid, Clearhead	419	6
4	4	MCH Group	MC2 ("MC-squared")	219	1
5	-	Vector Capital	Rocket Fuel	145	1
6	5	Snap	Placed	125	1
7	-	Acosta	Summit Marketing Canada, ActionLink	122	2
8	6	Ascential	MediaLink	112	1
9	7	CMC Capital Partners	Creative Artists Agency	105	1
10	8	Hakuhodo	Beworks, Integrated Communications Group	98	2
11	9	Shenzhen Media Group (SZMG)	BEHE Adtech Solution	97	1
12	10	LiquidHub	Eveo	90	1
13	11	Econocom	Gigigo Group	84	1
14	12	Bertram Capital	DoubleDigit	78	1
15	13	GI Solutions Group	Eclipse Web	76	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

NORTH AMERICA

July 2017

YTD Deal Value (\$mn) **2,521**
YTD Deal Number **115**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	MCH Group	MC2 ("MC-squared")	219	1
2	2	Accenture	Media Hive, Intrepid, Clearhead	188	3
3	-	Vector Capital	Rocket Fuel	145	1
4	3	Snap	Placed	125	1
5	-	Acosta	Summit Marketing Canada, ActionLink	122	2
6	4	Ascential	MediaLink	112	1
7	5	CMC Capital Partners	Creative Artists Agency	105	1
8	6	LiquidHub	Eveo	90	1
9	7	WPP	Deeplocal, Marketplace Ignition, 88rising, Celtra, Mic Network, Within Unlimited	83	8
10	8	Dentsu	Leapfrog Online, Grail	77	2
11	9	Interel	AMG	70	1
12	10	Stagwell Group	Targeted Victory, Wolfgang L.A., Scout, MMI AGENCY, Mobile Research Assets From Nielsen	70	5
13	11	Globant	Ratio, PointSource	67	2
14	12	Beringer Capital	Blue Acorn, iCiDIGITAL	67	2
15	13	Time Inc	Adelphic	49	1

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2017 HOLDING COMPANY M&A LEAGUE

EUROPE

July 2017

YTD Deal Value (\$mn) **1,579**
YTD Deal Number **61**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	3	WPP	Eperium, Newsaccess, Eightytwenty, Bruketa&Žinić, Catbird Seat, The Cocktail, thjnk AG, Sensio	336	8
2	1	Dentsu	SesliHarfler, Outfox Intelligence AB, The Customer Framework, Glean Futures, Aquila Insight	314	8
3	2	Accenture	Kunstmaan, SinnerSchrader	176	2
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	7	PwC	Pond	49	1
8	8	LDC	Fishawack Group	47	1
9	9	Omnicom	Lucky Generals	45	1
10	10	Havas Group	Agence79, SO What Global	34	2
11	-	Huntsworth	The Creative Engagement Group (TCEG)	32	1
12	11	Zone Digital	HEAD	25	1
13	12	Deloitte	Red Planet, Market Gravity	25	2
14	-	Outbrain	Zemanta	25	1
15	13	Webedia	Peach Digital	21	1

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2017 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

July 2017

YTD Deal Value (\$mn) **845**
YTD Deal Number **44**

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, SVG Media Group, Accordant, Novus Asia, Sokrati Technologies	148	7
2	2	Shenzhen Media Group (SZMG)	BEHE Adtech Solution	97	1
3	3	Hakuhodo	Integrated Communications Group	84	1
4	4	Guangdong Advertising Group	Shanghai Tuochang	76	1
5	5	WPP	DT, Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, MediaCom India, 3Ti Solutions	73	5
6	6	Accenture	The Monkeys + MAUD	56	1
7	7	HNA Group	WE Marketing Group	29	1
8	8	Melbourne IT	WME Group	28	1
9	9	M&C Saatchi	Bohemia	25	1
10	10	WE Communications	Red Bridge, WATATAWA	25	2

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2017 HOLDING COMPANY M&A LEAGUE

CHINA

July 2017

YTD Deal Value (\$mn) **346**
YTD Deal Number **12**

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	2	Guangdong Advertising Group	Shanghai Tuochang (上海拓畅)	76	1
3	3	WPP	Shanghai Ogilvy & Mather Advertising, Shanghai Ogilvy & Mather Marketing Communications Consulting, 3Ti Solutions	63	3
4	4	HNA Group	WE Marketing Group (威汉营销)	29	1
5	5	WE Communications	Red Bridge	17	1
6	6	Tensyn (腾信)	He day Milky Way (瀚天星河)	15	1
7	7	Shunya International	inke.tv (映客直播)	14	1
8	8	Teneo Holdings	Ryan Communication	14	1
9	9	Simei	Shanghai Zhihai Yangtao (上海智海扬涛)	13	1
10	-	Meltwater	Klarity	7	1

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2017 HOLDING COMPANY M&A LEAGUE

LATAM

July 2017

YTD Deal Value (\$mn) **132**
YTD Deal Number **4**

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Bertram Capital	DoubleDigit	78	1
2	1	Entravision Communications	Headway, DataXpand	46	2
3	2	WPP	Pmweb Comunicação	7	1

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