

2016 CREATIVE AGENCIES NEW BUSINESS LEAGUE

China / May 2016

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (RMB ¥m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (RMB ¥m) | No. of Wins |
|-----------------|-----------------|-------------------|--|------------------------------------|-------------------|--|-------------|
| 1 | 1 | Ogilvy | Heinz China Project, Grant Thornton, Tencent-Qidian Project | 178.3 | | 178.3 | 92 |
| 2 | 2 | Isobar | FMCG Client | 88.2 | | 88.2 | 49 |
| 3 | 3 | Publicis | ShenGuan Holding, L'Oreal-Sunrise Project, Feifan Internet Project | 66.4 | FMCG Client | 59.9 | 70 |
| 4 | 4 | Saatchi & Saatchi | Mondelez(Gum and Candy), Swire, Star River Group | 53.5 | | 53.5 | 13 |
| 5 | 11 | McCann WorldGroup | JJVC Project, GM Wuling Project, Costa Coffee Project | 42.6 | | 42.6 | 38 |
| 6 | 5 | Cheil Worldwide | FMCG Client | 38.0 | | 38.0 | 19 |
| 7 | 6 | TBWA | Bellamy's Organic, L'Oreal Project, Jaeger LeCoultre Project | 35.4 | Bosch | 33.5 | 10 |
| 8 | 7 | Leo Burnett | China Mobile(And 4G), Huawei B2B, Whirlpool, Yili Jindian Project | 31.1 | | 31.1 | 10 |
| 9 | 8 | J Walter Thompson | Unilever Project, Huawei Project, Shenzhen Sanjiu Project | 36.8 | FMCG Client | 30.2 | 33 |
| 10 | 9 | Havas Worldwide | Huawei Smartphone Project | 26.1 | | 26.1 | 1 |
| 11 | 12 | Dentsu | Auto Client | 24.1 | Jing Dong Project | 24.0 | 24 |
| 12 | - | Fred & Farid | Sephora, Mondelez Project, Vivo | 39.1 | Car Client | 23.5 | 3 |
| 13 | 10 | DDB | Bull Electric Project, EVO Project, J&J Listerine(Digital) | 22.0 | Vita Tea | 20.0 | 10 |
| 14 | 15= | FCB | Nubia Z11 | 13.0 | | 13.0 | 3 |
| 15 | 13 | BBDO | MetLife | 12.4 | | 12.4 | 3 |
| 16 | 14 | Y&R | China Southern Airline, Bosch | 9.5 | | 9.5 | 3 |
| 17- | 15= | AKQA | Johnson's Baby Digital | 6.5 | | 6.5 | 1 |
| 17- | 15= | Wieden & Kennedy | AB InBev - Corona | 6.5 | | 6.5 | 1 |
| 19- | 18= | Mullen Lowe | | 0.0 | | 0.0 | 0 |
| 19- | 18= | Grey Group | | 0.0 | | 0.0 | 0 |
| 19- | 18= | M&C Saatchi | | 0.0 | | 0.0 | 0 |
| 19- | 18= | BBH | | 0.0 | | 0.0 | 0 |
| | | | | | | 696.9 | 383 |

2016 MEDIA AGENCIES NEW BUSINESS LEAGUE

China / May 2016

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (RMB ¥ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (RMB ¥ m) | No. of Wins |
|-----------------|-----------------|------------------|--|-------------------------------------|---------------------|---|-------------|
| 1 | 1 | Carat | Dream Cruises, Bright Dairy Project, Nippon (Ecommerce) | 48.1 | | 48.1 | 30 |
| 2 | 2 | Zenith | Alibaba(Planning&Research), Youxin, New Balance | 31.6 | | 31.6 | 10 |
| 3 | 3 | Mindshare | Hitachi, Tencent MIG, KangShiFu(Digital), Nubia Mobile Phones | 57.4 | FMCG Client Project | 30.0 | 7 |
| 4 | 4 | MediaCom | AirChina (Planning), Travelzoo, Bank of China Project, Jolibee | 27.9 | Car Client(Digital) | 24.4 | 9 |
| 5 | 5 | Vizeum | FMCG Client Project | 13.7 | | 13.7 | 4 |
| 6 | 6 | OMD | Sony Pictures, Carlsberg | 29.4 | SilkAir | 28.6 | 5 |
| 7 | 7 | Dentsu Media | IT Client | 38.0 | | 38.0 | 6 |
| 8 | 8 | Allyes | Snow Beer (Online) | 3.3 | | 3.3 | 1 |
| 9 | 9 | Starcom | Yi Ou Lai | 3.4 | Luxury Client | 2.7 | 2 |
| 10 | 10 | Havas Media | Philips Lighting, Parmigiani, Remy Martin Project | 2.1 | | 2.1 | 7 |
| 11 | 11 | Initiative | | 0.0 | | 0.0 | 0 |
| 12 | 12 | Universal McCann | VF Group, Ningbo Fangte | 6.1 | Sony Pictures | 0.9 | 3 |
| 13 | 13 | Maxus | | 0.0 | Nikon | -0.2 | 0 |
| 14 | 14 | PHD | Carnical Cruise Lines | 1.0 | New Balance | -2.2 | 1 |
| 15 | 15 | MEC | MeituanWaimai, Suning(Planning), Vitasoy(Planning) | 4.2 | IT Client(Search) | -2.6 | 7 |
| | | | | | | 218.3 | 92 |

METHODOLOGY

The R3 New Business League has been compiled since 2002 using data supplied by multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI.