



# 2019 HOLDING COMPANY M&A LEAGUE

## GLOBAL

July 2019

YoY %

YTD Deal Value (US\$M)	18,848	8%
YTD Deal Count	275	9%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Publicis Groupe</b>	Blue 449 (remaining stake), Epsilon	4020	2
2	-	<b>Bain Capital</b>	Kantar	3100	1
3	-	<b>Blackstone</b>	Vungle	750	1
4	2	<b>Accenture</b>	Hjaltelin Stahl, Storm Digital, ?What If!, Droga5, Shackleton	651	5
5	4	<b>Dentsu</b>	Filter, Happy Marketer, BJL, Comunica+A, Redder Advertising, Re:Production, Ugam, Davanti Consulting, Ambient Digital Vietnam	360	9
6	3	<b>CVC Capital Partners</b>	Teneo	350	1
7	5	<b>Stagwell Group</b>	MDC Partners, Multiview	240	2
8	-	<b>WPP</b>	InterMedia, Aquest	228	2
9	6	<b>Cision</b>	TrendKite	225	1
10	7	<b>DMI</b>	Pragiti	210	1
11	8	<b>CM Group</b>	Sailthru, Liveclicker, Vuture	188	3
12	-	<b>Affinitiv</b>	AutoLoop	188	1
13	9	<b>Hexaware Technologies</b>	Mobiquity	182	1
14	10	<b>Pareteum</b>	Devicescape	182	1
15	11	<b>Deloitte</b>	Pervorm	182	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](mailto:greg@rthree.com).



# 2019 HOLDING COMPANY M&A LEAGUE

## NORTH AMERICA

July 2019

YTD Deal Value (US\$M)

14,816

YoY %

34%

YTD Deal Count

156

16%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Publicis Groupe	Epsilon	3950	1
2	-	Bain Capital	Kantar	3100	1
3	-	Blackstone	Vungle	750	1
4	2	CVC Capital Partners	Teneo	350	1
5	3	Accenture	Droga5	280	1
6	4	Stagwell Group	MDC Partners, Multiview	240	2
7	5	Cision	TrendKite	225	1
8	6	DMI	Pragiti	210	1
9	-	Affinitiv	AutoLoop	188	1
10	-	WPP	InterMedia	182	1
11	7	Pareteum	Devicescape	182	1
12	8	Hexaware Technologies	Mobiquity	182	1
13	9	Taptica	RhythmOne	176	1
14	-	TapClicks	StatX, iSpionage	175	2
15	10	Validity	Return Path	154	1

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# 2019 HOLDING COMPANY M&A LEAGUE

## EMEA

July 2019

YoY %

YTD Deal Value (US\$M)	3,236	13%
YTD Deal Count	83	17%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	<b>Accenture</b>	Hjaltelin Stahl, Storm Digital, ?What If!, Shackleton	371	4
2	2	<b>Deloitte</b>	Pervorm	182	1
3	3	<b>SEC</b>	Porta	168	1
4	4	<b>You &amp; Mr Jones</b>	Inside Ideas Group (Incl. Oliver)	158	1
5	5	<b>Dentsu</b>	BJL, Comunica+A, Re:Production	156	3
6	-	<b>Picture Shop</b>	The Farm Group	154	1
7	-	<b>Contentsquare</b>	Pricing Assistant, Clicktale	127	2
8	6	<b>Outbrain</b>	Ligatus	108	1
9	7	<b>Paragon Group</b>	Celerity Information Services, ORM, Graft Services	108	3
10	-	<b>Providence Equity Partners</b>	Leiki, Chime Group	97	2
11	8	<b>Webedia</b>	Quill	92	1
12	9	<b>AVENIR GLOBAL</b>	Hanover	92	1
13	10	<b>UDG Healthcare</b>	Incisive Health	89	1
14	11	<b>Welocalize</b>	SearchStar	77	1
15	12	<b>Publicis Groupe</b>	Blue 449 (remaining stake)	70	1

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# 2019 HOLDING COMPANY M&A LEAGUE

## ASIA PACIFIC

July 2019

YoY %

YTD Deal Value (US\$M)	767	-77%
YTD Deal Count	35	-17%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	3	<b>Dentsu</b>	Happy Marketer, Redder Advertising, Davanti Consulting, Ambient Digital Vietnam, Ugam	163	5
2	1	<b>KPMG</b>	Love Agency	70	1
3	2	<b>Havas Group</b>	Think Design	62	1
4	4	<b>Hotwire</b>	Precinct	56	1
5	5	<b>I-ON Communications</b>	H9Pitch	45	1
6	6	<b>Miaozhen Systems</b>	RadioBuy	42	1
7	7	<b>AdGeek</b>	The Studio by CtrlShift	32	1
8	8	<b>Accel-KKR</b>	Collabspot (Email Tools)	22	1
9	9	<b>Advent International</b>	Popcorn Global	20	1
10	10	<b>Chello</b>	Digillante	20	1
11	11	<b>Gushcloud</b>	DSTNCT	17	1
12	12	<b>Affle</b>	Shoffr	17	1
13	13	<b>Adjust</b>	Unbotify	17	1
14	14	<b>Aarav Solutions</b>	NEXwhaT Consulting Services	17	1
15	15	<b>Echo Myanmar</b>	RevoTech	17	1

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