



2019 HOLDING COMPANY M&A LEAGUE

GLOBAL

August 2019

YoY %

YTD Deal Value (US\$M)	20,820	10%
YTD Deal Count	313	9%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Publicis Groupe	Blue 449 (remaining stake), Epsilon, Rauxa, MBM	4164	4
2	2	Bain Capital	Kantar	3100	1
3	4	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!, Droga5, Shackleton, Northstream, INSITUM, Analytics8	750	8
4	3	Blackstone	Vungle	750	1
5	5	Dentsu	Filter, Happy Marketer, BJL, Comunica+A, Redder Advertising, Re:Production, Ugam, Davanti Consulting, Ambient Digital Vietnam, MuteSix	384	10
6	6	CVC Capital Partners	Teneo	350	1
7	-	Legacy/ Bluefocus	BlueFocus / Legacy	300	1
8	-	Thoma Bravo	JD Power	280	1
9	7	Stagwell Group	MDC Partners, Multiview	240	2
10	8	WPP	InterMedia, Aquest	228	2
11	9	Cision	TrendKite	225	1
12	10	DMI	Pragiti	210	1
13	-	Innocean Worldwide	Wellcom Group	192	1
14	11	CM Group	Sailthru, Liveclicker, Vuture	188	3
15	12	Affinitiv	AutoLoop	188	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

August 2019

YTD Deal Value (US\$M)	15,984	YoY %	32%
YTD Deal Count	179		14%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Publicis Groupe	Epsilon, Rauxa	4048	2
2	2	Bain Capital	Kantar	3100	1
3	3	Blackstone	Vungle	750	1
4	4	CVC Capital Partners	Teneo	350	1
5	5	Accenture	Druga5, INSITUM	328	2
6	-	Thoma Bravo	JD Power	280	1
7	6	Stagwell Group	MDC Partners, Multiview	240	2
8	7	Cision	TrendKite	225	1
9	8	DMI	Pragiti	210	1
10	9	Affinitiv	AutoLoop	188	1
11	10	WPP	InterMedia	182	1
12	11	Pareteum	Devicescape	182	1
13	12	Hexaware Technologies	Mobiquity	182	1
14	13	Taptica	RhythmOne	176	1
15	14	TapClicks	StatX, iSpionage	175	2

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2019 HOLDING COMPANY M&A LEAGUE

EMEA

August 2019

YoY %

YTD Deal Value (US\$M)	3,410	9%
YTD Deal Count	89	14%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	1	Accenture	Hjaltelin Stahl, Storm Digital, ?What If!, Shackleton, Northstream	388	5
2	2	Deloitte	Pervorm	182	1
3	3	SEC	Porta	168	1
4	4	You & Mr Jones	Inside Ideas Group (Incl. Oliver)	158	1
5	5	Dentsu	BJL, Comunica+A, Re:Production	156	3
6	6	Picture Shop	The Farm Group	154	1
7	7	Contentsquare	Pricing Assistant, Clicktale	127	2
8	8	Outbrain	Ligatus	108	1
9	9	Paragon Group	Celerity Information Services, ORM, Graft Services	108	3
10	10	Providence Equity Partners	Leiki, Chime Group	97	2
11	11	Webedia	Quill	92	1
12	12	AVENIR GLOBAL	Hanover	92	1
13	13	UDG Healthcare	Incisive Health	89	1
14	-	Jellyfish	Latitude, Perelview	78	2
15	-	PLYmedia	Webpals Mobile	78	1

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2019 HOLDING COMPANY M&A LEAGUE

ASIA PACIFIC

August 2019

YoY %

YTD Deal Value (US\$M)	1,398	-61%
YTD Deal Count	44	-8%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Legacy/Bluefocus	BlueFocus/Legacy	300	1
2	-	Innocean Worldwide	Wellcom Group	192	1
3	1	Dentsu	Happy Marketer, Redder Advertising, Davanti Consulting, Ambient Digital Vietnam, Ugam	163	5
4	2	KPMG	Love Agency	70	1
5	3	Havas Group	Think Design	62	1
6	4	Hotwire	Precinct	56	1
7	-	Publicis Groupe	MBM	46	1
8	5	ION Communications Co., Ltd	H9Pitch	45	1
9	6	Miaozhen Systems	RadioBuy	42	1
10	-	Accenture	Analytics8	35	1
11	7	AdGeek	The Studio by CtrlShift	32	1
12	-	Blackhawk Network	Edge Loyalty Systems	24	1
13	8	Accel-KKR	Collabspot (Email Tools)	22	1
14	9	Advent International	Popcorn Global	20	1
15	10	Chello	Digillante	20	1

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