



2020 HOLDING COMPANY M&A LEAGUE

GLOBAL

January

YoY %

YTD Deal Value (US\$M)

1,927

62%

YTD Deal Count

36

-5%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Endeavor	On Location Experiences	660	1
2	-	Platinum Equity	Centerfield	196	1
3	-	Accenture	Maihiro, Ideoclick	190	2
4	-	S4 Capital	Circus Marketing	168	1
5	-	Tremor	Unruly	123	1
6	-	W20 Group	21Grams	91	1
7	-	Nielsen	Precima	77	1
8	-	Perion Network	Content IQ	73	1
9	-	Hakuhodo	STRATACACHE	49	1
10	-	Media and Games Invest plc (MGI)	Verve Wireless, Inc.	34	1
11	-	Dentsu	Digital Pi, 4Cite Marketing, E-Nor	32	3
12	-	Aki Technologies	Eyeview	32	1
13	-	Sid Lee	Haigo	18	1
14	-	WPP	Dominion	17	1
15	-	Thinkingbox	Welikesmall	17	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.



2020 HOLDING COMPANY M&A LEAGUE

NORTH AMERICA

January

YTD Deal Value (US\$M)

1,357

YoY %

93%

YTD Deal Count

23

15%

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL DEAL VALUE (US\$M)	NO. OF DEALS
1	-	Endeavor	On Location Experiences	660	1
2	-	Platinum Equity	Centerfield	196	1
3	-	W20 Group	21Grams	91	1
4	-	Nielsen	Precima	77	1
5	-	Perion Network	Content IQ	73	1
6	-	Hakuhodo	STRATACACHE	49	1
7	-	Media and Games Invest plc (MGI)	Verve Wireless, Inc.	34	1
8	-	Dentsu	E-Nor, Digital Pi, 4Cite Marketing	32	3
9	-	Aki Technologies	Eyeview	32	1
10	-	Thinkingbox	Welikesmall	17	1
11	-	Cadent	4INFO	14	1
12	-	LiveVox	SpeechIQ	11	1
13	-	Elastic Path Software	Moltin	11	1
14	-	LeadingResponse	LeadRival	10	1
15	-	Dun & Bradstreet	Orb intelligence	8	1

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YoY %

-13%

-43%

[illegible]

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YoY %

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