

Malaysia / Jan 2021

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|-----------------|-------|--------|
| 2020(Jan-Dec) | 1.4 | 3 |
| 2019(Jan-Dec) | 1.1 | 6 |
| YoY Comparison: | 26.1% | -50.0% |

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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.