

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 2021

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of Wins |
|--------------------|--------------------|------------------|--|--|-----------------|---|---------------|
| 1 | 1 | Isobar | Danone Ltda. Brazil | 0.9 | | 0.9 | 3 |
| 2 | 2 | Ogilvy | Invisalign Brazil | 0.5 | | 0.5 | 1 |
| 3 | 3 | MullenLowe Group | Colsubsidio Corporativo Colombia, Mabe Guatemala Project, Artesanias de Colombia Project | 0.4 | | 0.4 | 5 |
| 4 | 4 | Grey Group | Amazon Prime Video Mexico Project, Banco del Pacifiico Ecuador, Tipti RRPP Ecuador Project | 0.3 | | 0.3 | 5 |
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| | | | | | 2021 (Jan-Mar): | 2.00 | 14 |

2021 (Jan-Mar): 2.00 14
2020 (Jan-Mar): 18.8 30
YoY Comparison: -89.3% -53.3%

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

LATAM / Mar 2021

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD \$m) | No.of Wins |
|--------------------|--------------------|-------------|--|--|------------------------------------|---|---------------|
| 1 | 1 | Havas Media | Servicio Nacional de Turismo Chile, Petropolis Brazil | 3.2 | Danone Mexico Project | 2.2 | 10 |
| 2 | 2 | Initiative | SEMM Uruguay Project, Solubles/ CBC Ecuador Project, depatitas.com Ecuador | 1.1 | Servicio Nacional de Turismo Chile | 0.9 | 10 |
| 3 | 3 | Wavemaker | BELCORP LATAM, Sadia Chile, Tiendamía Ecuador | 0.9 | | 0.9 | 6 |
| 4 | 4 | MediaCom | Honor Information Technology Mexico | 0.2 | | 0.2 | 3 |
| 5 | - | Digitas | Intercorp Peru | 0.2 | | 0.2 | 3 |
| 6 | - | Zenith | Tigo Panama | 0.1 | | 0.1 | 1 |
| 7 | 10 | Starcom | Laureate Education Mexico, Banco Ripley Peru | 0.1 | | 0.1 | 2 |
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| | | | | | 2021 (Jan-Mar): | 4.2 | 35 |
| | | | | | 2020 (Jan-Mar): | 3.0 | 16 |
| | | | | | YoY Comparison: | 37.6% | 118.8% |
| | | | | | 2021 Creative & Media (Jan-Mar): | 6.2 | 49.0 |
| | | | | | 2020 Creative & Media (Jan-Mar): | 21.8 | 46 |
| | | | | | YoY Comparison: | -71.8% | 6.5% |

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 R0I.