

2021 CREATIVE AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 2021

| RANK THIS Month | RANK LAST MONTH | AGENCY | RECENT WINS | ESTIMATED YTD WIN REVENUE (USD \$ m) | RECENT LOSSES | ESTIMATED OVERALL YTD REVENUE (USD Sm) | No.of Wins |
|--------------------|--------------------|--------------------|--|--|---------------|---|---------------|
| 1 | 1 | VMLY&R | J&T Express Project, HMD Global - Nokia (Digital) Project, Panasonic (Digital) Project | 2.7 | | 2.7 | 22 |
| 2 | 2 | Ogilvy | Nanoco Project, Hung Thinh Project | 1.0 | | 1.0 | 10 |
| 3 | 3 | Dentsu | CPG Client | 0.7 | | 0.7 | 1 |
| 4 | 4 | Wunderman Thompson | FMCG Client | 0.6 | | 0.6 | 3 |
| 5 | 5 | Saatchi & Saatchi | Finance Client | 0.2 | | 0.2 | 3 |
| 6 | 7 | BBDO | Bobby Project, OPPO Project | 0.0 | | 0.0 | 2 |
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| 2021 (Jan-May |): 5.2 | 41 |
|----------------|------------------------|-------|
| 2020 (Jan-May |): 2.1 | 37 |
| YoY Comparison | <mark>:: 146.1%</mark> | 10.8% |

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2021 MEDIA AGENCIES NEW BUSINESS LEAGUE

Vietnam / May 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 | Wavemaker | Masan | 0.75 | | 0.75 | 1 |
| 2 | 2 | Mindshare | Masterise Homes, Techcombank | 0.38 | | 0.38 | 2 |
| 3 | 3 | PHD | IKEA | 0.20 | | 0.20 | 1 |
| 4 | 4 | MediaCom | Masterise Homes | 0.13 | | 0.13 | 1 |
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| 2021 (Jan-May): | 1.5 | 5 |
|-----------------|-----|---|
| 2020 (Jan-May): | 0.2 | 2 |
| YoY Comparison: | | |

| 2021 Creative & Media ((Jan- May)) | 6.7 | 46 |
|---------------------------------------|--------|-------|
| 2020 Creative & Media ((Jan- May)) | 2.3 | 39 |
| YoY Comparison: | 190.9% | 17.9% |

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.