























GUIDELINE DATA

Spend Pool Partners & Markets

Market	Annual Spend Volume (2023)	Major Holding Companies							Independent Agencies
		group m	PUBLICIS	dentsu	OMG	IPG MEDIABRANDS	HAVAS	STAGWELL ASSEMBLY	
 USA	\$99B USD	✓	✓	✓	✓	✓	✓	✓	✓     
 UK	\$12B USD	✓	✓	✓	✓	✓	✓	—	✓   
 China	\$9.5B USD	✓	✓	✓	✓	—	—	—	N/A
 Australia	\$5.5B USD	✓	✓	✓	✓	✓	✓	—	✓       
 Canada	\$5B USD	✓	✓	✓	✓	✓	✓	—	✓ 
 New Zealand	\$690M USD	✓	✓	✓	✓	✓	✓	—	✓ 