

2014 HOLDING COMPANY M&A LEAGUE

GLOBAL

FULL YEAR RANK	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	Publicis Groupe	Relevant 24 US, Sapient US, Nurun Canada, Matomy Israel	4,246	20
2	WPP	IBOPE Brazil, The Swift Collective US, InsightExpress US	1,329	43
3	HLBN	Blue Flame Advertising China	410	1
4	BlueFocus	Vision 7 Canada, Zamplus China, Bay Line China	341	12
5	Dentsu	SPOKE Canada, Tempero UK, Fetch UK, MKTG INC US	297	16
6	ICF International	Olson US	295	1
7	Spearhead	D&S China, ALLYES China	185	2
8	Interpublic	Genuine Interactive US, Profero UK, Promoqube Turkey	162	5
9	Omnicom	DDCA US, Heimat Germany, In Press Brazil	117	7
10	Cheil Worldwide	Iris UK	113	1
11	LEO Group	Arkr Digital China, Amber Communications China, Media V China	111	3
12	Havas	Formula US, GT Media Ireland, Bizkit Wisely AB Sweden	102	4
13	BesTV	adSage China	96	1
14	GDAD	EnergySource China, Hizone China	81	2
15	Keda	Iforce Beijing Interactive, UNI Communication China, Target Uniway China	78	5
			7,963	123

METHODOLOGY

R3 monthly reviews all public sources for M&A news across all marketing and media sectors in compiling this table. 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.

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ASIA PACIFIC

FULL YEAR RANK	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	HLBN	Blue Flame Advertising China	410	1
2	Spearhead	D&S China, ALLYES China	185	2
3	BlueFocus	Zamplus China, Kaijie China, Bay Line China	130	10
4	LEO Group	Arkr Digital China, Amber Communications China, Media V China	111	3
5	BesTV	adSage China	96	1
6	WPP	XMKT Group China, China Sofresh Vietnam, MCS Holding Mongolia	86	9
7	GDAD	EnergySource China, Hizone China	81	2
8	Keda	Iforce Beijing Interactive, UNI Communication China, Target Uniway China	78	5
9	LianTronics	Utop China	75	1
10	New Culture	Dakesi China, Tulip China	63	2
11	Publicis Groupe	Arcade Singapore, LAW & KENNETH India, Matomy Israel	54	3
12	Phenix Publishing & Media Group	Adsame China	37	1
13	Dentsu	Milestone Brandcom India, Verawom China, Oddfellows Australia	25	3
14	Hakuhodo	Cimigo China, GHC Asia China	22	2
15	Sight Life	CIM Group China	14	1
			1,468	46

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USA

FULL YEAR RANK	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	Publicis Groupe	Relevant 24, Sapient, Hawkeye	3,881	6
2	WPP	The Swift Collective, InsightExpress, Precise	721	9
3	ICF International	Olson	295	1
4	Dentsu	Rockett Interactive, MKTG INC, Covario	112	3
5=	Havas	Formula	56	1
5=	Merkle	New Control, RKG	56	2
7	BlueFocus	Fuseproject	48	1
8	Hakuhodo	Red Peak Group, SYPartners	38	2
9=	McCann Worldgroup	Optaros	28	1
9=	Omnicom	DDCA	28	1
9=	Interpublic	Genuine Interactive, Placed	28	2
12	MDC Partners	Hunter PR	20	1
13	Next Fifteen	Story Worldwide	8	1
14	M&C Saatchi	SS&K	7	1
15	Olson	PulsePoint	6	1
			5,332	33

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CHINA

FULL YEAR RANK	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	HLBN	Blue Flame Advertising	410	1
2	Spearhead	D&S, ALLYES	185	2
3	BlueFocus	Zamplus, Kaijie, Bay Line	130	10
4	LEO Group	Arkr Digital, Amber Communications, Media V	111	3
5	BesTV	adSage	96	1
6	GDAD	EnergySource, Hizone	81	2
7	Keda	Iforce Beijing Interactive, UNI Communication, Target Uniway	78	5
8	LianTronics	Utop	75	1
9	New Culture	Dakesi, Tulip	63	2
10	WPP	Egift, XMKT Group, Teen	57	4
11	Phenix Publishing & Media Group	Adsame	37	1
12	Hakuhodo	Cimigo, GHC	22	2
13	Dentsu	Verawom	20	1
14	Sight Life	CIM Group	14	1
15	Lewis PR	EBA Communications	7	1
			1,387	37

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BRICS

FULL YEAR RANK	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)	NO. OF DEALS
1	HLBN	Blue Flame Advertising China	410	1
2	WPP	IBOPE Brazil, Gloo Digital Design South Africa, Quirk South Africa	393	14
3	Spearhead	D&S China, ALLYES China	185	2
4	BlueFocus	Zamplus China, Kaijie China, Bay Line China	130	10
5	Publicis Groupe	LAW & KENNETH India, Liquorice South Africa, MACHINE South Africa	112	8
6	LEO Group	Arkr Digital China, Amber Communications China, Media V China	111	3
7	BesTV	adSage China	96	1
8	GDAD	EnergySource China, Hizone China	81	2
9	Keda	Iforce Beijing Interactive, UNI Communication China, Target Uniway China	78	5
10	LianTronics	Utop China	75	1
11	Dentsu	OOH Plus Brazil, NBS Brazil, Milestone Brandcom India	67	5
12	New Culture	Dakesi China, Tulip China	63	2
13	Phenix Publishing & Media Group	Adsame China	37	1
14	Omnicom	In Press Brazil, Mood Brazil, 22feet India	26	3
15	Hakuhodo	Cimigo China, GHC Asia China	22	2
			1,887	60

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