

# 2015 HOLDING COMPANY M&A LEAGUE

JANUARY

## GLOBAL

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	-	Providence Equity	Clarion Events UK	336
2	2	WPP	Bruin Sports Capital US, Binarix S.A.C. (Phantasia) Peru	260
3	9	Omnicom	TLGG Germany	21
4	5	Dentsu	WATConsult India	17
5	-	Penton	iNET Interactive US	11
6	1	Publicis Groupe	Monkees France	7
7	-	Adfactors	Yorke Communications India	5
8=	3	HLBN	No acquisition	0
8=	4	BlueFocus	No acquisition	0
8=	6	ICF International	No acquisition	0
8=	7	Spearhead	No acquisition	0
8=	8	Interpublic	No acquisition	0
8=	10	Cheil Worldwide	No acquisition	0
8=	11	LEO Group	No acquisition	0
8=	12	Havas	No acquisition	0
				658

### 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](mailto:greg@rthree.com).

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## ASIA PACIFIC

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	13	Dentsu	WATConsult India	17
2	15	Adfactors	Yorke Communications India	5
3	1	HLBN	No acquisition	0
4	2	Spearhead	No acquisition	0
5	3	BlueFocus	No acquisition	0
6	4	LEO Group	No acquisition	0
7	5	BesTV	No acquisition	0
8	6	WPP	No acquisition	0
9	7	GDAD	No acquisition	0
10	8	Keda	No acquisition	0
11	9	LianTronics	No acquisition	0
12	10	New Culture	No acquisition	0
13	11	Publicis Groupe	No acquisition	0
14	12	Phenix Publishing & Media Group	No acquisition	0
15	14	Hakuhodo	No acquisition	0
				22

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USA

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	2	WPP	Bruin Sports Capital	250
2	-	Penton	iNET Interactive	11
3	1	Publicis Groupe	No acquisition	0
4	3	ICF International	No acquisition	0
5	4	Dentsu	No acquisition	0
6	5=	Havas	No acquisition	0
7	5=	Merkle	No acquisition	0
8	7	BlueFocus	No acquisition	0
9	8	Hakuhodo	No acquisition	0
10	9=	McCann Worldgroup	No acquisition	0
11	9=	Omnicom	No acquisition	0
12	9=	Interpublic	No acquisition	0
13	12	MDC Partners	No acquisition	0
14	13	Next Fifteen	No acquisition	0
15	14	M&C Saatchi	No acquisition	0
				261

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## BRICS

RANK THIS MONTH	RANK LAST MONTH	HOLDING GROUP	RECENT ACQUISITIONS	TOTAL SALES VALUE (US\$M)
1	11	Dentsu	WATConsult India	17
2	-	Adfactors	Yorke Communications India	5
3	1	HLBN	No acquisition	0
4	2	WPP	No acquisition	0
5	3	Spearhead	No acquisition	0
6	4	BlueFocus	No acquisition	0
7	5	Publicis Groupe	No acquisition	0
8	6	LEO Group	No acquisition	0
9	7	BesTV	No acquisition	0
10	8	GDAD	No acquisition	0
11	9	Keda	No acquisition	0
12	10	LianTronics	No acquisition	0
13	12	New Culture	No acquisition	0
14	13	Phenix Publishing & Media Group	No acquisition	0
15	14	Omnicom	No acquisition	0
				22

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# 2015 HOLDING COMPANY M&A NEW WINS

JANUARY

ACQUIRER	ACQUIREE (REGION)
WPP - WPP	Bruin Sports Capital US
WPP - Wunderman	Binatrix S.A.C. ("Phantasia") Peru
Providence Equity - Providence Equity	Clarion Events UK
Penton - Penton	iNET Interactive US
Publicis Groupe - Publicis Groupe	Monkees France
Dentsu - Dentsu Aegis Network	WATConsult India
Omnicom - DAS Group of Companies	TLGG Germany
Adfactors - Adfactors	Yorke Communications India