

CKB Snapshot
China Marketing Communications M&A3 (2011)
Mergers & Acquisitions, Alliances and Alternatives

Agency Group	Activation 活动营销	Digital 数码					Events 会展	Healthcare 医学与健康营销	Integrated Marketing 整合营销	Media 媒体/传媒	Outdoor 户外	PR 公关	Sports Marketing 体育营销
WPP		Agency JWT M&A 100%	Measurement WPP Digital Series B	IWOM M&A In Progress	In Game Advertising Series B Minority	In Game Advertising GroupM Gaming Strategic Partnership			Ogilvy M&A 49%	Agency [Real Estate] BlackArc Ogilvy M&A 100%	Cohn & Wolfe M&A 100%		
PUBLICIS GROUPE		Agency Publicis Modem M&A 100%	Agency Publicis Modem M&A 100%				Publicis HC M&A 100%				MSL Group M&A 100%		
HAVAS							Strategic Partnership						
Racepoint Group											PPR M&A 100%		
RUDER FINN											THUNDER M&A 100%		
Ybrant DIGITAL		SEO/SEM M&A In Progress											
AEGIS		See Charm Communications							Joint Digital Media Trading Platform with Charm				
Omnicom Group											M&A Increased to Majority	China Securities Journal Fleishman Hillard Strategic Partnership	
IPG													
BlueFocus 蓝色光标	Best Choice M&A 16% (Total 84%)	Agency M&A 51%	Agency M&A 51%	Agency M&A 24.5%		LANTERN M&A 51%		Kingo M&A 100%		EYES MEDIA M&A 51%	Financial / IR M&A 40%		
GDAD											Flagence M&A 50.98%	VSIGN JV 51%	
charm 昌荣传媒		SEO/SEM M&A 60%							Joint Digital Media Trading Platform with Aegis Media				
Qi Jia Yuan Media Aegis									Clear Light Group M&A 55%				
SPEARHEAD										ESTIDE M&A 51%			
SIMEI 思美传媒		QR Codes M&A 100%											

- Key Points**
- Key target areas in 2011: Digital, Healthcare and PR
 - Domestic agency groups now pursuing inorganic expansion
 - Blue Focus using IPO proceeds to expand beyond PR core into full-service integrated marketing agency; also expanding outside Mainland China with investments into HK and Singapore
 - Publicis Groupe continues to execute its China expansion plans which set target of doubling China revenue between 2010 - 2012
 - WPP continues to invest heavily in digital capabilities

M&A

M&A In Progress

Joint Venture

Strategic Partnership

VC/PE Investment

Via China Partner

MNC Agency Group

China Agency Group