

Below is a summary of the marcoms M&A3 (mergers & acquisitions, alliances and alternatives) activity in Asia for January 2013.

### Asia Regional

- Maxus and Asatsu-DK partnered (ADK+Maxus) to provide regional media planning and buying services for Japan-based clients. Will leverage Maxus' network to provide ADK's clients direct access to media planning and buying across Asia including China.
- Japanese PR firm Ozma, owned by Hakuhodo, formed strategic partnership with Singapore-based Mileage Communications, which has offices in 12 Asia countries, including China, India, Indonesia, Malaysia, Singapore, Thailand and Vietnam. Mileage's core practices include consume/lifestyle, corporate/finance, IPO, investor relations, healthcare, technology, shipping, crisis management and sports.
- WPP acquires U.K. eCommerce digital agency Salmon, with offices in China and Australia.
- Omnicom Diversified Agency Services' agencies GMR Marketing and SportsMark are merging, including Asia operations. GMR focuses on sports, entertainment and lifestyle marketing. SportsMark focuses on sports marketing, event management and corporate hospitality.

### Australia

- GroupM, acquired majority stake in Sydney-based experiential marketing agency PLAY Communication.

### China

- Real-time bidding digital advertising platform DSP (demand side platform) iPinyou (品友互动) closed Series B US\$20m financing led by CBC, Vango Investment Partners and Fude Capital.
- Former Leo Burnett Beijing creative director Chris Yan launched own agency WAC (Waxapple Communication Group / 莲雾广告有限公司 / 动力视觉影视制作公司)
- WPP's UK-headquartered content marketing agency Forward became part of WPP's tenthavenue. Forward opened in China last year.
- Blue Focus (蓝色光标) acquired 11% of TV and movie advertising agent company BoJie Media (博杰传媒).

### Hong Kong

- Newgate Communications, a subsidiary of Porta Communications, established first office in Asia in Hong Kong.
- Gravitass split itself into 2 businesses. Launched agency Inspire Digital Asia with initial team of 15 to specialize in integrating social and mobile, location, design and business analytics. Gravitass will focus on Production and technology development.

### India

- TBWA acquired digital agency Magnon Group. Includes domestic arm Magnon Solutions and Magnon International, its digital outsourcing agency serving clients worldwide. Magnon Solutions will be part of TBWA's global Digital Arts Network (DAN). Magnon International will be part of E-Graphics and support DAN's production offering.
- IPG partnered with India-based interactive advertising company Lukup Media to launch rich media mobile advertising and consumer engagement solutions for advertisers.

### Korea

- Newgate Communications, a subsidiary of Porta Communications, established network affiliation with Access Communications.

### Malaysia

- Digital agency Integricity Interactive split in two. VLT will be a digital agency with clients Astro, Hilton, Kimberly-Clark and Samsung. Integricity Group will focus on technology, photography/videography and events.

### Singapore

- Australia-based agency Host launched first office outside Australia in Singapore. Havas acquired 51% of Host in 2011. Foundation clients in Singapore include Coca-Cola Company and Tourism WA.
- Fulford PR acquired PR agency Chrysler Communications, specializing in F&B, lifestyle, luxury and corporate PR.
- US-based sports marketing firm Wasserman Media Group launched in Asia with Singapore office.
- Havas Southeast Asia launched health unit Havas Life with HQ in Singapore.