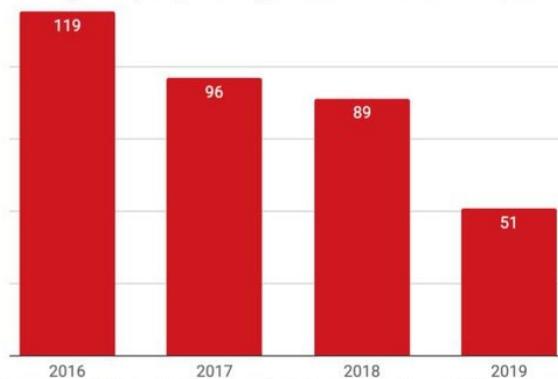


<https://www.mediapost.com/publications/article/347494/agency-ma-market-stalls-2019-was-half-what-it-wa.html>

Agency M&A Market Stalls: 2019 Was Half What It Was Just A Couple Years Ago

Holding company/management consultant acquisitions



Source: Comvergence's Radar on MarCom Agency Acquisitions report, February 2020.

Madison Avenue's acquisitions marketplace has slowed down dramatically over the past few years, turning in just 51 deals among the major agency holding companies and management consultants in 2019, according to the latest annual tally from consultant Comvergence

That's about half the volume of deals being conducted just a couple of years ago, and is down 57% from 2016, the last year for which Comvergence discloses data in this year's report.

"Despite the deceleration of acquisitions, the number of employees acquired has increased," the report notes, however, adding that the most surprising activity has come from "newcomer" suitors, not the most established companies.

Martin Sorrell's S4 Capital was the third most acquisitive company, after Dentsu and Accenture Interactive.

Sorrell's former company, WPP, meanwhile, made only one acquisition in 2019, marking its least acquisitive year since Comvergence began tracking the marketplace.

Relative newcomer Fimalac, a French holding company, recently bought a majority stake (74%) in London-based marketer Jellyfish.

Holding company acquisitions, 2019

Dentsu	12 acquisitions	3,154 people	\$182 million/revenues
Accenture Interactive	7 acquisitions	1,270 people	\$263 million/revenues
S4 Capital	7 acquisitions	532 people	\$72 million/revenues
Publicis Groupe	6 acquisitions	9,580 people	\$2.293 billion/revenues
Havas	6 acquisitions	885 people	\$74 million/revenues
Fimalac	3 acquisitions	1,000 people	\$126 million/revenues
Stagwell Group	2 acquisitions	414 people	\$71 million/revenues
Hakuhodo	2 acquisitions	140 people	\$4 million/revenues
Omnicom	2 acquisitions	70 people	\$8 million/revenues
You & Mr. Jones	1 acquisition	1,500 people	\$150 million/revenues
WPP	1 acquisition	70 people	\$6 million/revenues
KPMG	1 acquisition	40 people	\$4 million/revenues
Deloitte Digital	1 acquisition	30 people	\$3 million/revenues