

press release

mergermarket League Tables of PR Advisers for 2012
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mergermarket League Tables of PR Advisers 2012

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Global

Global M&A in 2012 (US\$ 2,243.8bn) was on par with 2011 (US\$ 2,243.9bn).

- H2 (US\$ 1,222.1bn) was up 19.6% on H1 (US\$ 1,021.7bn)
- Q4's US\$ 737.2bn-worth of deals, the highest quarter since Q3 2007 (US\$ 848.9bn), increased 52% from Q3 (US\$ 484.9bn) and was up 59.5% on the same period in 2011 (US\$ 462.2bn)
- Brunswick Group dominated the global PR rankings by deal value and deal count for 2012

Europe

Europe's US\$ 687bn worth of deals was 5.4% shy of 2011's total.

- Brunswick Group advised on 151 deals worth US\$ 183.9bn which put it as number one in the European league table
- Deal values increased 98.6% from Q3 (US\$ 110.2bn) to Q4 (US\$ 218.9bn) and Q4 was up 62.6% on Q4 2011
- The region's top deal between Glencore and Xstrata (US\$ 45.6bn) accounted for 6.6% of European M&A
- The UK & Ireland accounted for the largest proportion of deals with 21.7% market share

US

US deals worth US\$ 825.4bn resulted in the best performing year by deal value in the region since 2007.

- In the US, Sard Verbinen & Co came out as top PR adviser for deals worth US\$ 215.8bn with a total of 123 deals
- M&A in Q4 2012 (US\$ 305.4bn) was up 45.6% by deal value from Q3 (US\$ 209.7bn)
- The yen versus US dollar facilitated inbound transactions from Japan in 2012 (US\$ 62.4bn), up 218.4% by deal value from 2011 (US\$ 19.6bn) - the highest on mergermarket record
- Energy, Mining & Utilities remained the dominant industry in the US by deal value (US\$ 168.4bn)

Asia-Pacific (ex. Japan)

Asia-Pacific's M&A deals totaled US\$ 368.1bn performing at its peak by deal value since 2004.

- Asia-Pacific's leading PR firm in the region's league tables was Brunswick Group accounting for 30 deals valued at US\$ 27.2bn
- 2012 was 3.4% above the total in 2011 (US\$ 356.4bn)
- Global bidders looking for Asia-Pacific targets favoured Chinese targets (US\$ 128.9bn, 665 deals), followed by those in Japan (US\$ 73.2bn, 378 deals) and Australia (US\$ 46.7bn, 414 deals)

Global M&A Overview: League Tables of PR Advisers

League Tables of PR Advisers to Global M&A: Value						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
1	1	Brunswick Group	296,181	217	237,598	24.7%
4	2	Sard Verbinen & Co	226,703	132	142,224	59.4%
7	3	RLM Finsbury	138,149	88	65,778	110.0%
12	4	Pelham Bell Pottinger	135,437	38	28,881	368.9%
3	5	FTI Consulting	124,000	217	142,963	-13.3%
6	6	Kekst (Publicis/MSLGROUP)	119,778	121	105,386	13.7%
2	7	Joele Frank Wilkinson Brimmer Katcher	116,880	94	149,864	-22.0%
5	8	Abernathy MacGregor Group (AMO)	101,996	86	135,290	-24.6%
14	9	Hering Schuppener Consulting (AMO)	56,482	34	23,053	145.0%
81	10	Powerscourt	52,510	36	1,482	3,443.2%
9	11	Citigate	47,350	88	30,873	53.4%
21	12	Stockwell Communications	47,138	3	16,354	188.2%
76	13	Aura Financial	45,598	1	1,641	2,678.7%
31	14	Barabino & Partners	34,156	57	10,551	223.7%
28	15	Hill + Knowlton Strategies	31,454	38	12,649	148.7%
48	16	Hudson Sandler	28,755	11	4,173	589.1%
40	17	Longview Communications	27,816	9	6,074	358.0%
11	18	Maitland (AMO)	26,190	62	29,259	-10.5%
22	19	CNC AG (Publicis/MSL Group)	24,829	30	15,750	57.6%
8	20	Havas Worldwide Paris (AMO)	21,666	28	33,844	-36.0%

League Tables of PR Advisers to Global M&A: Volume						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
2	1	Brunswick Group	296,181	217	185	32
1	2	FTI Consulting	124,000	217	236	-19
7	3	Sard Verbinen & Co	226,703	132	86	46
4	4	Kekst (Publicis/MSLGROUP)	119,778	121	112	9
6	5	Joele Frank Wilkinson Brimmer Katcher	116,880	94	87	7
3	6	RLM Finsbury	138,149	88	114	-26
5	7	Citigate	47,350	88	112	-24
8	8	Abernathy MacGregor Group (AMO)	101,996	86	82	4
24	9	College Hill	9,371	80	28	52
9	10	Maitland (AMO)	26,190	62	56	6
17	11	Barabino & Partners	34,156	57	37	20
14	12	MHP Communications	5,049	42	40	2
10	13	Pelham Bell Pottinger	135,437	38	46	-8
13	14	Hill + Knowlton Strategies	31,454	38	41	-3
20	15	Owen Blinksilver Public Relations	10,229	37	31	6
53	16	Powerscourt	52,510	36	10	26
21	17	Hering Schuppener Consulting (AMO)	56,482	34	30	4
27	18	BackBay Communications	3,268	34	26	8
26	19	CNC AG (Publicis/MSL Group)	24,829	30	26	4
23	20	Integrated Corporate Relations	2,802	29	29	0

Global M&A: Top Deals



Activity Table of Global M&A for 2012						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
28-Nov-12	Abbott Laboratories (Shareholders)		AbbVie Inc		Abbott Laboratories	54,376
07-Feb-12	Glencore International plc	RLM Finsbury	Xstrata Plc (65.92% Stake)	Aura Financial; Brunswick Group; FTI Consulting; Pelham Bell Pottinger; Stockwell Communications		45,598
15-Oct-12	Softbank Corporation	Sard Verbinnen & Co	Sprint Nextel Corp (70% Stake)	Abernathy MacGregor Group		35,544
22-Nov-12	Rosneft Oil Company OJSC	Pelham Bell Pottinger	TNK-BP Limited (50% Stake)	Advising seller: Brunswick Group; Powerscourt	BP Plc	31,140
12-Dec-12	Rosneft Oil Company OJSC	Pelham Bell Pottinger	TNK-BP Limited (50% Stake)	Advising seller: Hudson Sandler	Access Industries; Alfa Group; and Renova Group of Companies	28,000
14-Aug-12	Kraft Foods Inc (shareholders)		Kraft Foods Group Inc	Brunswick Group	Mondelez International Inc	26,294
04-Apr-12	Conocophillips Company (shareholders)		Phillips 66	Advising seller: Kekst and Company (Publicis Groupe)	ConocoPhillips Company	20,790
29-Jun-12	Anheuser-Busch InBev NV	Brunswick Group	Grupo Modelo SAB de CV (49.7% Stake)			20,100
23-Jul-12	China National Offshore Oil Corporation Ltd	Pelham Bell Pottinger Limited	Nexen Inc	Longview Communications		17,654
26-Nov-12	Equity Residential; and Avalonbay Communities Inc	Sard Verbinnen & Co	Archstone-Smith Trust	Advising seller: Joele Frank Wilkinson Brimmer Katcher	Lehman Brothers Holdings Inc	16,306

European M&A Overview: League Tables of PR Advisers

League Tables of PR Advisers to European M&A: Value						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
1	1	Brunswick Group	183,886	151	115,071	59.8%
12	2	Pelham Bell Pottinger Limited	117,312	32	19,564	499.6%
2	3	FTI Consulting	109,973	164	98,099	12.1%
3	4	RLM Finsbury	104,020	72	49,220	111.3%
10	5	Hering Schuppener Consulting (AMO)	56,332	33	23,053	144.4%
20	6	Sard Verbinnen & Co	55,011	26	13,172	317.6%
50	7	Powerscourt	50,285	33	1,482	3,293.0%
16	8	Stockwell Communications	46,530	2	16,354	184.5%
47	9	Aura Financial	45,598	1	1,641	2,678.7%
4	10	Kekst (Publicis/MSLGROUP)	42,311	30	41,988	0.8%
25	11	Barabino & Partners	34,156	57	10,551	223.7%
13	12	Joele Frank Wilkinson Brimmer Katcher	33,703	22	18,842	78.9%
7	13	Citigate	30,531	71	30,495	0.1%
34	14	Hudson Sandler	28,755	11	4,173	589.1%
9	15	Maitland (AMO)	26,160	61	25,185	3.9%
30	16	Hill + Knowlton Strategies	25,096	27	5,067	395.3%
18	17	CNC AG (Publicis/MSL Group)	24,829	29	15,165	63.7%
5	18	Havas Worldwide Paris (AMO)	21,220	27	33,717	-37.1%
6	19	Abernathy MacGregor Group (AMO)	19,394	24	32,218	-39.8%
19	20	Capital MSL (Publicis/MSL Group)	11,569	15	15,151	-23.6%

League Tables of PR Advisers to European M&A: Volume						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
1	1	FTI Consulting	109,973	164	180	-16
2	2	Brunswick Group	183,886	151	140	11
4	3	RLM Finsbury	104,020	72	95	-23
3	4	Citigate	30,531	71	104	-33
16	5	College Hill	7,487	64	27	37
5	6	Maitland (AMO)	26,160	61	53	8
11	7	Barabino & Partners	34,156	57	37	20
10	8	MHP Communications	5,049	42	39	3
14	9	Hering Schuppener Consulting (AMO)	56,332	33	30	3
39	10	Powerscourt	50,285	33	10	23
8	11	Pelham Bell Pottinger	117,312	32	39	-7
18	12	Kekst (Publicis/MSLGROUP)	42,311	30	25	5
19	13	CNC AG (Publicis/MSL Group)	24,829	29	25	4
23	14	Hill + Knowlton Strategies	25,096	27	19	8
7	15	Havas Worldwide Paris (AMO)	21,220	27	42	-15
22	16	Sard Verbinnen & Co	55,011	26	20	6
12	17	M:Communications	10,479	25	33	-8
15	18	Abernathy MacGregor Group (AMO)	19,394	24	27	-3
13	19	Community Group	7,965	23	32	-9
24	20	Joele Frank Wilkinson Brimmer Katcher	33,703	22	15	7

European M&A Overview: League Tables of PR Advisers

League Tables of PR Advisers to UK M&A: Value						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
1	1	Brunswick Group	107,854	86	59,119	82.4%
35	2	Powerscourt	50,121	28	1,377	3,539.9%
2	3	FTI Consulting	43,909	119	53,627	-18.1%
8	4	Pelham Bell Pottinger Limited	42,424	28	15,395	175.6%
3	5	RLM Finsbury	41,532	44	35,250	17.8%
14	6	Sard Verbinnen & Co	31,813	14	7,173	343.5%
13	7	Maitland (AMO)	21,371	48	9,183	132.7%
6	8	Joele Frank Wilkinson Brimmer Katcher	17,770	9	16,859	5.4%
4	9	Abernathy MacGregor Group (AMO)	10,939	8	23,180	-52.8%
9	10	Capital MSL (Publicis/MSL Group)	10,914	13	14,048	-22.3%
40	11	Hering Schuppener Consulting (AMO)	9,126	7	1,079	745.8%
15	12	M:Communications	8,784	14	7,135	23.1%
21	13	Kekst (Publicis/MSLGROUP)	8,670	11	4,076	112.7%
10	14	Tulchan Communications	8,641	21	13,700	-36.9%
5	15	Citigate	7,393	43	17,645	-58.1%

League Tables of PR Advisers to UK M&A: Volume						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
1	1	FTI Consulting	43,909	119	133	-14
2	2	Brunswick Group	107,854	86	82	4
13	3	College Hill	6,958	57	22	35
5	4	Maitland (AMO)	21,371	48	45	3
3	5	RLM Finsbury	41,532	44	67	-23
4	6	Citigate	7,393	43	62	-19
6	7	MHP Communications	4,914	35	37	-2
21	8	Powerscourt	50,121	28	8	20
9	9	Pelham Bell Pottinger	42,424	28	33	-5
7	10	Tulchan Communications	8,641	21	36	-15
26	11	Redleaf Polhill	663	18	7	11
10	12	CityPress PR	520	17	26	-9
16	13	Sard Verbinnen & Co	31,813	14	10	4
12	14	M:Communications	8,784	14	22	-8
20	15	Capital MSL (Publicis/MSL Group)	10,914	13	8	5

League Tables of PR Advisers to French M&A: Value						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
2	1	Brunswick Group	24,348	36	24,786	-1.8%
1	2	Havas Worldwide Paris (AMO)	14,745	22	28,260	-47.8%
3	3	RLM Finsbury	11,268	6	12,685	-11.2%
9	4	Barabino & Partners	6,484	9	6,749	-3.9%
6	5	Publicis Consultants (Publicis/MSL Group)	5,654	20	10,784	-47.6%
15	6	FTI Consulting	4,278	11	4,968	-13.9%
57	7	Pelham Bell Pottinger	3,205	3	8	3,9962.5%
-	8	CNC AG (Publicis/MSL Group)	2,553	3	-	-
13	9	Kekst (Publicis/MSLGROUP)	2,464	8	5,981	-58.8%
-	10	Hering Schuppener Consulting (AMO)	2,172	2	-	-
22	11	Sard Verbinnen & Co	2,146	3	1,921	11.7%
14	12	The HeadLand Consultancy	2,135	16	5,222	-59.1%
61	13	Hill + Knowlton Strategies	1,550	1	0	-
16	14	Image Sept	1,528	17	4,690	-67.4%
40	15	Joele Frank Wilkinson Brimmer Katcher	1,459	3	200	629.5%

League Tables of PR Advisers to French M&A: Volume						
Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
2	1	Brunswick Group	24,348	36	41	-5
1	2	Havas Worldwide Paris (AMO)	14,745	22	41	-19
3	3	Publicis Consultants (Publicis/MSL Group)	5,654	20	22	-2
6	4	Image Sept	1,528	17	14	3
9	5	The HeadLand Consultancy	2,135	16	10	6
5	6	Citigate	1,339	12	15	-3
4	7	FTI Consulting	4,278	11	16	-5
10	8	Barabino & Partners	6,484	9	9	0
14	9	Kekst (Publicis/MSLGROUP)	2,464	8	6	2
11	10	Keima	207	8	9	-1
19	11	Abernathy MacGregor Group (AMO)	1,259	7	4	3
12	12	RLM Finsbury	11,268	6	7	-1
18	13	M:Communications	1,299	6	5	1
21	14	Actus Finance	450	6	4	2
16	15	Calyptus	248	5	6	-1

European M&A Overview: League Tables of PR Advisers



League Tables of PR Advisers to German M&A: Value

Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
1	1	Hering Schuppener Consulting (AMO)	54,308	32	22,701	139.2%
2	2	CNC AG (Publicis/MSL Group)	23,306	24	14,851	56.9%
24	3	Kekst (Publicis/MSLGROUP)	14,119	8	113	12,394.7%
3	4	FTI Consulting	9,539	26	9,142	4.3%
22	5	Sard Verbinnen & Co	8,762	3	164	5,242.7%
-	6	Joele Frank Wilkinson Brimmer Katcher	8,366	3	-	-
5	7	Brunswick Group	5,710	12	7,169	-20.4%
-	8	Image Sept	2,947	4	-	-
-	9	M:Communications	2,810	2	-	-
4	10	Maitland (AMO)	2,623	6	7,506	-65.1%
-	11	Abernathy MacGregor Group (AMO)	2,551	7	-	-
-	12	Community Group	2,123	1	-	-
-	13	JKL Group (Publicis/MSL Group)	2,033	1	-	-
14	14	The HeadLand Consultancy	1,432	4	476	200.8%
29	15	Kreab Gavin Anderson	1,246	2	83	1,401.2%

League Tables of PR Advisers to Italian M&A: Value

Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
3	1	Barabino & Partners	17,265	44	6,942	148.7%
8	2	Havas Worldwide Paris (AMO)	6,438	1	5,017	28.3%
1	3	Community Group	5,842	19	13,676	-57.3%
2	4	Image Building	4,936	14	7,567	-34.8%
13	5	FTI Consulting	3,834	4	1,828	109.7%
14	6	Twister Communications Group	3,584	4	1,183	203.0%
6	7	RLM Finsbury	2,321	5	5,557	-58.2%
9	8	Ad Hoc Communication (AMO)	2,250	9	2,766	-18.7%
-	9	Smithfield	1,451	1	-	-
27	10	Sard Verbinnen & Co	1,400	2	35	3,900.0%
22	11	Maitland (AMO)	955	1	130	634.6%
18	12	Estudio de Comunicacion	785	1	229	242.8%
20	13	MSL Italia (Publicis/MSLGroup)	609	4	184	231.0%
-	14	D'Antona & Partners	415	1	-	-
32	15	The HeadLand Consultancy	399	3	14	2,750.0%

League Tables of PR Advisers to German M&A: Volume

Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
1	1	Hering Schuppener Consulting (AMO)	54,308	32	28	4
3	2	FTI Consulting	9,539	26	24	2
2	3	CNC AG (Publicis/MSL Group)	23,306	24	24	0
4	4	Brunswick Group	5,710	12	15	-3
5	5	Charles Barker Corporate Communications	819	10	12	-2
22	6	Kekst (Publicis/MSLGROUP)	14,119	8	2	6
-	7	Abernathy MacGregor Group (AMO)	2,551	7	-	-
51	8	College Hill	1,172	7	1	6
7	9	Maitland (AMO)	2,623	6	8	-2
8	10	RLM Finsbury	496	6	7	-1
9	11	Ira Wuelfing Kommunikation	591	5	5	0
-	12	Image Sept	2,947	4	-	-
14	13	The HeadLand Consultancy	1,432	4	3	1
61	14	moeller pr Agentur fuer Kommunikation	330	4	1	3
35	15	Sard Verbinnen & Co	8,762	3	1	2

League Tables of PR Advisers to Italian M&A: Volume

Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
1	1	Barabino & Partners	17,265	44	33	11
2	2	Community Group	5,842	19	21	-2
6	3	Image Building	4,936	14	9	5
5	4	Ad Hoc Communication (AMO)	2,250	9	10	-1
3	5	RLM Finsbury	2,321	5	14	-9
9	6	FTI Consulting	3,834	4	4	0
10	7	Twister Communications Group	3,584	4	4	0
14	8	MSL Italia (Publicis/MSLGroup)	609	4	2	2
33	9	The HeadLand Consultancy	399	3	1	2
29	10	Sard Verbinnen & Co	1,400	2	1	1
7	11	Brunswick Group	258	2	7	-5
24	12	Weber Shandwick Worldwide	-	2	1	1
11	13	Havas Worldwide Paris (AMO)	6,438	1	3	-2
-	14	Smithfield	1,451	1	-	-
15	15	Maitland (AMO)	955	1	2	-1

European M&A Overview: Top Deals



Activity Table of European M&A for 2012						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
07-Feb-12	Glencore International plc	RLM Finsbury	Xstrata Plc (65.92% Stake)	Aura Financial; Brunswick Group; FTI Consulting; Pelham Bell Pottinger; Stockwell Communications		45,598
22-Nov-12	Rosneft Oil Company OJSC	Pelham Bell Pottinger	TNK-BP Limited (50% Stake)	Advising seller: Brunswick Group; Powerscourt	BP Plc	31,140
12-Dec-12	Rosneft Oil Company OJSC	Pelham Bell Pottinger	TNK-BP Limited (50% Stake)	Advising seller: Hudson Sandler	Access Industries; Alfa Group; and Renova Group of Companies	28,000
04-Jul-12	Volkswagen AG	Hering Schuppener Consulting (AMO)	Porsche AG (50.1% Stake)		Porsche Automobil Holding SE	14,238
21-May-12	Eaton Corporation	Kekst and Company (Publicis Groupe)	Cooper Industries Plc			11,940
16-Apr-12	GDF Suez SA	Brunswick Group	GDF Suez Energy International (30.23% Stake)	RLM Finsbury		10,867
27-Sep-12	Cassa depositi e prestiti spa		Gruppo Sace Spa		Italian Ministry for the Economy and Finance	7,800
17-Jan-12	Sumitomo Mitsui PR Group Inc		SMBC Aviation Capital Limited	Powerscourt; Advising seller: RLM Finsbury	Royal Bank of Scotland Group Plc	7,300
26-Dec-12	Fondo de Reestructuracion Ordenada Bancaria		NCG Banco SA (6.84% Stake)			7,173
08-Nov-12	Government of Belgium; and Government of France		Dexia SA (Undisclosed Economic Interest)			7,005

US M&A Overview: League Tables of PR Advisers

League Tables of PR Advisers to US M&A: Value							League Tables of PR Advisers to US M&A: Volume						
Ranking		Company Name	2012		2011		Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change	2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
3	1	Sard Verbinnen & Co	215,833	123	134,820	60.1%	3	1	Sard Verbinnen & Co	215,833	123	84	39
1	2	Brunswick Group	168,859	103	167,588	0.8%	1	2	Kekst (Publicis/MSLGROUP)	117,724	115	102	13
5	3	Kekst (Publicis/MSLGROUP)	117,724	115	96,185	22.4%	6	3	Brunswick Group	168,859	103	73	30
2	4	Joele Frank Wilkinson Brimmer Katcher	116,094	90	148,806	-22.0%	2	4	Joele Frank Wilkinson Brimmer Katcher	116,094	90	85	5
4	5	Abernathy MacGregor Group (AMO)	101,447	82	132,298	-23.3%	4	5	FTI Consulting	26,809	85	81	4
7	6	RLM Finsbury	30,229	40	35,831	-15.6%	5	6	Abernathy MacGregor Group (AMO)	101,447	82	76	6
6	7	FTI Consulting	26,809	85	54,604	-50.9%	7	7	RLM Finsbury	30,229	40	38	2
27	8	Hering Schuppener Consulting (AMO)	19,154	11	5,118	274.2%	8	8	Owen Blinksilver Public Relations	10,229	37	31	6
12	9	CNC AG (Publicis/MSL Group)	12,789	10	11,511	11.1%	11	9	BackBay Communications	1,788	30	26	4
9	10	Citigate	11,870	13	15,748	-24.6%	10	10	Integrated Corporate Relations	2,639	26	27	-1
8	11	Prosek Partners	11,496	22	16,613	-30.8%	18	11	Prosek Partners	11,496	22	13	9
56	12	Powerscourt	10,403	11	1,202	765.5%	12	12	Edelman	7,440	19	23	-4
24	13	Owen Blinksilver Public Relations	10,229	37	5,849	74.9%	13	13	MHP Communications	644	16	19	-3
51	14	Rubenstein Associates	9,790	8	1,435	582.2%	24	14	Sloane & Company	775	15	11	4
37	15	Capital MSL (Publicis/MSL Group)	9,757	6	2,796	249.0%	9	15	Citigate	11,870	13	27	-14
10	16	Edelman	7,440	19	15,362	-51.6%	19	16	Maitland (AMO)	5,988	12	13	-1
46	17	Barabino & Partners	6,063	9	1,758	244.9%	30	17	College Hill	761	12	8	4
16	18	Maitland (AMO)	5,988	12	9,709	-38.3%	14	18	Blueshirt Group	580	12	19	-7
-	19	The Glover Park Group	4,230	1	-	-	23	19	Hering Schuppener Consulting (AMO)	19,154	11	11	0
-	20	MSL Germany (Publicis/MSL Group)	4,200	2	-	-	41	20	Powerscourt	10,403	11	5	6

US M&A Overview: Top Deals



Activity Table of US M&A for 2012						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
28-Nov-12	Abbott Laboratories (Shareholders)		AbbVie Inc		Abbott Laboratories	54,376
15-Oct-12	Softbank Corporation	Sard Verbinnen & Co	Sprint Nextel Corp (70% Stake)	Abernathy MacGregor Group		35,544
14-Aug-12	Kraft Foods Inc (shareholders)		Kraft Foods Group Inc	Brunswick Group	Mondelez International Inc	26,294
04-Apr-12	Conocophillips Company (shareholders)		Phillips 66	Kekst and Company (Publicis Groupe)	ConocoPhillips Company	20,790
26-Nov-12	Equity Residential; and Avalonbay Communities Inc	Sard Verbinnen & Co	Archstone-Smith Trust	Advising seller: Joele Frank Wilkinson Brimmer Katcher	Lehman Brothers Holdings Inc	16,306
23-Apr-12	Nestle SA		Pfizer Nutrition	Advising seller: Brunswick Group	Pfizer Inc	11,850
23-Jan-12	Lehman Brothers Holdings Inc	Joele Frank Wilkinson Brimmer Katcher	Archstone-Smith Trust (26.5% Stake)		Bank of America Corporation; and Barclays Plc	11,825
05-Dec-12	Freeport-McMoRan Copper & Gold Inc	Brunswick Group	Plains Exploration & Production Company			10,750
20-Dec-12	Intercontinental Exchange, Inc.	Brunswick Group	NYSE Euronext	RLM Finsbury; Sard Verbinnen & Co		10,207
03-Oct-12	T-Mobile USA Inc	Hering Schuppener Consulting (AMO); Kekst (Publicis/MSLGROUP); Sard Verbinnen & Co	MetroPCS Communications Inc	Joele Frank Wilkinson Brimmer Katcher		7,845

Asia-Pacific (ex. Japan) M&A Overview: League tables of PR Advisers

League Tables of PR Advisers to Asia-Pacific (ex. Japan) M&A: Value							League Tables of PR Advisers to Asia-Pacific (ex. Japan) M&A: Volume						
Ranking		Company Name	2012		2011		Ranking		Company Name	2012		2011	
2011	2012		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change	2011	2012		Value (US\$m)	Deal Count	Deal Count	Count Change
1	1	Brunswick Group	27,154	30	50,940	-46.7%	1	1	FTI Consulting	18,289	37	52	-15
18	2	Citigate	21,804	23	3,363	548.3%	2	2	Brunswick Group	27,154	30	32	-2
22	3	Sard Verbinen & Co	21,693	10	2,345	825.1%	6	3	Citigate	21,804	23	16	7
10	4	Pelham Bell Pottinger	19,381	7	10,177	90.4%	3	4	Strategic Public Relations Group	1,242	19	21	-2
76	5	Fleishman-Hillard	18,356	4	144	12,647.2%	10	5	Wonderful Sky Financial Group	2,469	15	9	6
2	6	FTI Consulting	18,289	37	40,291	-54.6%	4	6	Hill + Knowlton Strategies	11,056	13	20	-7
-	7	Longview Communications	17,654	1	-	-	11	7	Cannings/Cannings Purple	3,356	13	8	5
19	8	RLM Finsbury	16,953	8	3,096	447.6%	5	8	Citadel Communications	1,805	12	16	-4
3	9	Kreab Gavin Anderson	14,458	10	18,242	-20.7%	28	9	Sard Verbinen & Co	21,693	10	4	6
11	10	Hill + Knowlton Strategies	11,056	13	8,420	31.3%	7	10	Kreab Gavin Anderson	14,458	10	14	-4
17	11	Kekst (Publicis/MSLGROUP)	8,494	4	3,730	127.7%	8	11	Maitland (AMO)	4,070	10	10	0
-	12	Barabino & Partners	7,587	5	-	-	29	12	MAGNUS Investor Relations	1,686	9	4	5
-	13	Pendomer Communications	6,593	1	-	-	9	13	RLM Finsbury	16,953	8	10	-2
31	14	National Public Relations	5,055	1	1,121	350.9%	50	14	College Hill	1,933	8	2	6
-	15	The Glover Park Group	4,230	1	-	-	15	15	Pelham Bell Pottinger	19,381	7	7	0
12	16	Maitland (AMO)	4,070	10	5,205	-21.8%	-	16	MSL India (Publicis/MSLGroup)	2,043	7	-	-
14	17	Cannings/Cannings Purple	3,356	13	3,955	-15.1%	14	17	Financial PR	202	7	8	-1
-	18	Rubenstein Associates	2,600	1	-	-	18	18	Nightingale Communications	926	6	6	0
27	19	Wonderful Sky Financial Group	2,469	15	1,486	66.2%	21	19	Porda Havas International Finance Communications Group (AMO)	506	6	6	0
-	20	MSL India (Publicis/MSLGroup)	2,043	7	-	-	22	20	Professional Public Relations	365	6	6	0

Asia-Pacific (ex. Japan) M&A Overview: Top Deals

Activity Table of Asia-Pacific M&A for 2012						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
15-Nov-12	Overseas Union Enterprise; Farallon Capital Management; and Noonday Global management Ltd	Fleishman-Hillard	Fraser & Neave Limited	Citigate		13,537
22-Aug-12	China Telecom Corporation Limited		China Telecommunication Corporation (certain CDMA Network assets)		China Telecommunications Corporation	13,315
25-Feb-12	Sesa Goa Limited		Sterlite Industries (India) Limited	RLM Finsbury		10,289
13-Sep-12	TCC Group	Kreab Gavin Anderson	Fraser & Neave Limited (69.64% Stake)	Citigate		10,134
05-Dec-12	Charoen Pokphand Group Co Ltd		Ping An Insurance (Group) Company of China Ltd (15.57% Stake)	Advising seller: FTI Consulting	The Hong Kong and Shanghai Banking Corporation Limited; and HSBC Insurance Holdings Ltd	9,383
16-Mar-12	Investor Group		Bank of Communications Ltd (16.67% Stake)			8,944
02-Apr-12	DBS Group Holdings Ltd		PT Bank Danamon Indonesia Tbk			7,338
20-May-12	Alibaba Group Holding Ltd	Sard Verbinen & Co	Alibaba Group Holding Ltd (20% Stake)	Advising seller: Kekst and Company (Publicis Groupe); Sard Verbinen & Co	Yahoo! Inc	7,100
20-Jul-12	Heineken NV	Barabino & Partners; Pendomer Communications	Asia Pacific Breweries Limited (58.1% Stake)	Citigate	Fraser & Neave Limited	6,593
25-Apr-12	Hankook Tire Worldwide (shareholders)		Hankook Tire Co Ltd		Hankook Tire Worldwide	5,794

Criteria



All data is based on transactions over US\$5m announced between 1 January 2012 and 31 December 2012, unless stated otherwise. Deals with undisclosed deal values are included where the target's turnover exceeds US\$10m. Deals where the stake acquired is less than 30% will only be included if their value is greater than US\$100m. Activities excluded from the league tables include property transactions and restructurings where the ultimate shareholders' interests are not changed.

The M&A activity table and league tables are based on the dominant geography of any of the target, bidder or seller.

All data correct as of 10 January 2013

Criteria: http://www.mergermarket.com/pdf/deal_criteria.pdf

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