



tracking the global MarCom industry

COMvergence

KEY HIGHLIGHTS 2019

MEDIA AGENCY NETWORKS

TOP 5 PITCHES 2019

COMvergence has assessed about 24 billion US dollars of media spend reviewed during the year 2019 – representing nearly US \$9B as follows

GLOBAL

 \$2,000M OMG23 Publicis Imagine MAIN INCUMBENTS OMD, Carat, Mindshare, Zenith	 \$550M INCUMBENT Starcom	 \$400M Platform GSK INCUMBENT Wavemaker	 \$300M MAIN INCUMBENTS MediaCom, Blue 449	 \$260M MAIN INCUMBENTS Horizon Media (US), Havas Media
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MULTI-MARKET

 \$2,750M NORTH AMERICA 80% 20% MAIN INCUMBENTS Carat, Hearts & Science	 \$450M MULTI-MARKETS vizeum MAIN INCUMBENTS PHD, Carat (China)	 \$425M EMEA MAIN INCUMBENTS Wavemaker, Mindshare	 \$365M EUROPE INCUMBENT Havas Media	 \$220M MULTI-MARKETS MAIN INCUMBENTS Wavemaker, PHD, Vizeum
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* Australia, New Zealand, Ireland, India, Qatar and Netherlands were not part of the pitch.

USA

 \$340M INCUMBENT MediaCom	 \$295M INCUMBENT KWG	 \$230M INCUMBENT OMD	 \$200M INCUMBENT in-house	 \$140M INCUMBENT Essence
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COMvergence's net media spend estimates are sourced from (net estimated) Nielsen / Kantar data.

DEPARTURES OF GLOBAL HEADS

 MEDIACOM	TOBY JENNER Global COO promoted to Global CEO Wavemaker
 essence	CHRISTIAN JUHL Global CEO promoted to Global CEO GroupM
 phd	MIKE COOPER Worldwide CEO promoted to CEO, OMG APAC & EMEA
 & Hearts & Science	SCOTT HAGEDORN Global CEO promoted to CEO OMG North America
 PUBLICIS SPINE	LISA DONOHUE Global CEO
 UM	DARYL LEE Global CEO promoted to Global CEO Mediabrands
 REPRISE	TIM RINGEL Global CEO
 iProspect	RUTH STUBBS Global CEO appointed to Wavemaker EMEA CEO

APPOINTMENTS OF GLOBAL HEADS

 WM WAVEMAKER	TOBY JENNER Global CEO KATRINE GRAUGAARD Global Head of Marketing ANNA HICKEY Global Client President
 MEDIACOM	NICK LAWSON Global COO
 essence	KYOKO MATSUSHITA Global CEO
 phd	PHILIPPA BROWN Worldwide CEO
 Zenith	MATT JAMES Global Brand President
 CARAT	MICHAEL EPSTEIN Global CEO
 UM	EILEEN KIERNAN Global CEO
 REPRISE	DIMITRI MAEX Global CEO

MAJOR DEVELOPMENTS / ACHIEVEMENTS

Adweek's Global Agency of the year 2019, OMD launched a global end-to-end process called OMD Design that ensures better business outcomes. It scales innovation through the practice of empathy & is fully connected into Omnicom's precision marketing platform Omni. George Manas appointed President & Chief Media Officer OMD USA.

named Media Network of the Year at the 2019 Cannes Lions Festival of Creativity as well as at Global Festival of Media Awards. Also named Global Mobile Agency of the Year by the MMA for the third year in a row.

Awarded P&G US media business in largest single agency consolidation of 2019 in January. Appointed Michael Epstein as Global CEO and Angela Steele as US CEO. Epstein also named Adweek Media Executive of the year.

Named Media Network of the Year by Spikes Asia, M&M Global and WARC in 2019, and topped the year by winning Campaign's Agency Of the Decade (the second decade in a row). #4 globally, MediaCom is the fastest growing Top 10 agency network.

A top five global media agency, Wavemaker has added a range of clients including AXA Insurance, and exceptional award wins including the Cannes Lions Glass Grand Prix. Now looking at a strong 2020 under the new leadership of Global CEO, Toby Jenner.

has secured the biggest successful retention pitch of the year, Novartis. Adweek Media Plan of the Year: Best Use of Branded Content/Entertainment, Samsung's "#DoWhatYouCan't"; Best Use of Programmatic, Van's/VF Corp "Not Just One Creator"

played a key role in partially securing the biggest pitch of the year, Disney. Adweek's 2019 Media Plan of Year: Cause Marketing, Verizon's "The Team That Wouldn't Be Here"; Best Use of OOH, Visible's "404 Store Not Found". Aligned Zenith USA with sister agencies Moxie and MRY under one CEO, Lauren Hanrahan.

enjoyed another strong growth year with the promotion of Eileen Kiernan, former head of dedicated J&J unit J3, addition of new accounts Nestlé, Levi's Strauss & Co, Mattel, Energizer, Just Eat, CVS Health Aetna, and Shangri-La Hotels, and win of its first Entertainment Grand Prix at the Cannes Lions Festival.

retained their Eurobest Media Network of the Year title for the second year, developed their relationship with Pokerstars to win The Stars Group global account, as well as winning the Delta Airlines, LG Electronics, Singapore Airlines and Tik Tok global accounts.

Evolution of Spark Foundry and Blue 449: United the global networks to create one global powerhouse proposition under the Spark Foundry brand in majority of markets. Also the network was named "Strong Performer" in The Forrester Wave™: Full-Service Media Agencies, Q1 2019.

New strategic direction and a new common mission: make a meaningful difference to brands, businesses, and people. The Group has tripled its presence in India (3 acquisitions in 2019) and opened 7 new villages (62 across the world).

In the face of strong headwinds, a declining market and a highly competitive environment, Initiative won and retained between \$700M and \$1B in billings. This strong growth was coupled with Initiative being named Adweek's Media Agency Of The Year and Ad Age's Comeback Agency Of The Year in 2019.

Vizeum had two critical appointments in 2019. Paul Wilson was appointed Global Chief Strategy Officer and Ashley Earnshaw as CEO, Vizeum Australia.

dentsu X has been recognized as the fastest growing agency in the world with 40% YOY growth rates; and continues massive expansion and scale with 63% growth in China, onboarding Gravity in the US and in the UK bringing together Fetch and 360i.

named Erin Matts US Chief Executive Officer. She replaces Scott Hagedorn who has been promoted to North America CEO of parent firm Omnicom Media Group (OMG).

Received Agency of the Year recognition from both Adweek and Mediapost.

Transformational year of global growth, delivering new models for clients and now with more than half its staff in embedded onsite teams.

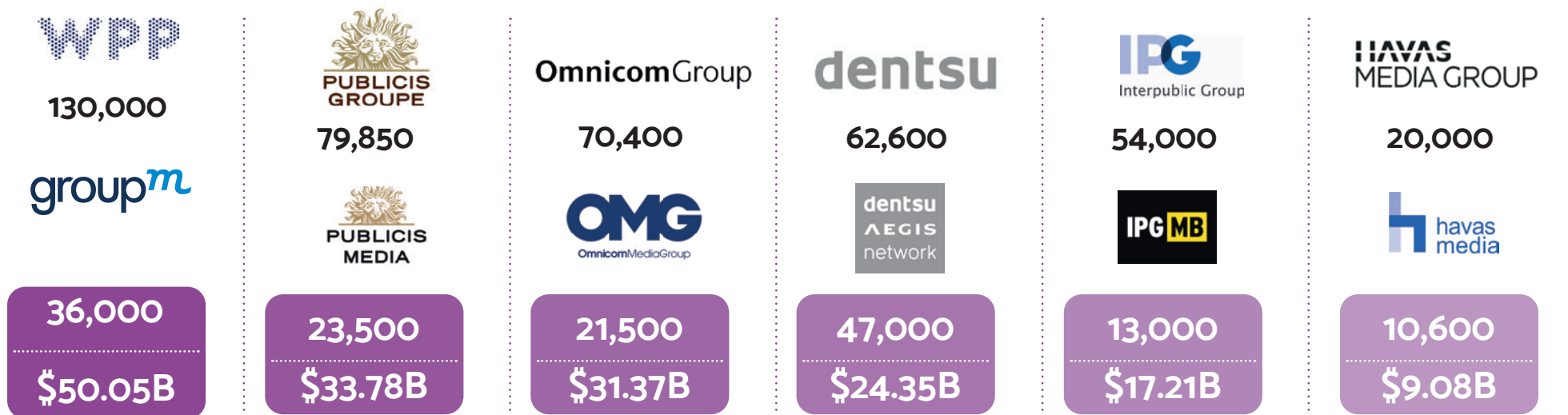
named "Strong Performer" in The Forrester Wave™: Performance Marketing Agencies, Q3 2019.

named a Leader (for the 4th consecutive year) in Gartner's 2019 Magic Quadrant for Global Marketing Agencies.



MEDIA AGENCY GROUPS/HOLDINGS

HEADCOUNT AND BILLINGS



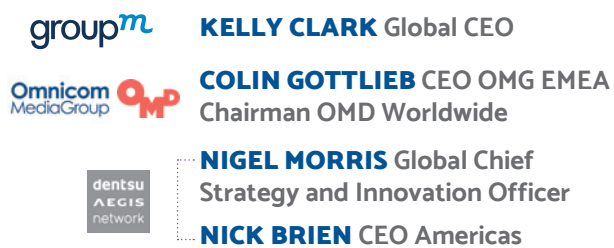
* Projected 2019 Global Billings figures are sourced from COMvergence estimates released in Nov.2019.

51 MARCOM AGENCY ACQUISITIONS



No acquisitions recorded for IPG, Capgemini, IBM iX, M&C Saatchi and PwC (Digital Services) in 2019

DEPARTURES OF TOP HEADS



APPOINTMENTS OF TOP HEADS



MAJOR DEVELOPMENTS / ACHIEVEMENTS

groupm Creation of INCA, their influencer marketing solution, in APAC. Creation of New Majority Ready Coalition with media partners in the U.S. Forrester cites GroupM Performance as a Strong Performer in their Forrester Wave report. First Holding Company to become an Adobe Ambassador.

PUBLICIS MEDIA Publicis Groupe's acquisition of Epsilon has turbocharged its media, data, tech and creative offerings, putting people at the center by building a unified customer identity unlike any other. Publicis Media was the first holding company to receive Trustworthy Accountability Groupe "Platinum Status" - obtaining all 4 available "seals" (TAG Certified Against Fraud, TAG Certified Against Piracy, TAG Certified Against Malware, compliant w/ TAG Inventory Quality Guidelines).

OMG Through continual developments to Omnicom's marketing and insights platform, Omni was recognized by Forrester as "The most creative integration of agency platforms to date."

dentsu AEGIS network In addition to a strong year for new business, Dentsu Aegis Network completed 3 strategic media acquisitions in 2019 - all through iProspect: Ambient Digital, EBP and MuteSix, one of the world's largest direct-to-consumer marketing agencies.

IPG MB appointed Daryl Lee as its new global CEO, and launched Kinesso IPG's new marketing intelligence engine that works seamlessly across audiences, planning and activation to drive insights and meaningful marketing results.

HAVAS MEDIA GROUP launched the Mx System which is a new methodology that goes beyond traditional media planning to create meaningful media experiences. Mx operates through a four-tiered framework to ensure a seamless and consistent workflow globally.