



MERGERSMARKET

Global and regional league tables for **Q1-Q4 2016**

PR advisors

Data correct as of 23rd Jan



League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	1	Brunswick Group	526,374	206	751,409	-29.9%
2	2	Joele Frank Wilkinson Brimmer Katcher	467,604	169	505,195	-7.4%
3	4	Sard Verbinnen & Co	453,296	203	345,838	31.1%
4	7	FTI Consulting	193,529	192	140,638	37.6%
5	3	Finsbury	184,215	79	400,627	-54.0%
6	24	CNC (Publicis/MSLGROUP)	153,428	37	18,264	740.1%
7	13	Hering Schuppener (Finsbury)	119,117	38	46,311	157.2%
8	5	Kekst (Publicis/MSLGROUP)	102,211	119	328,372	-68.9%
9	6	Abernathy MacGregor Group (AMO)	96,343	82	171,017	-43.7%
10	63	Hirzel.Neef.Schmid.Counselors (AMO)	66,742	4	2,549	
11	14	Weber Shandwick Worldwide	62,173	27	39,522	57.3%
12	-	Dynamics Group	46,350	5	-	-
13	17	Maitland (AMO)	44,441	74	29,033	53.1%
14	26	ICR (Integrated Corporate Relations)	43,734	66	15,441	183.2%
15	8	Edelman	34,491	71	129,394	-73.3%
16	20	Owen Blicksilver Public Relations	34,322	62	24,647	39.3%
17	188	Sloane & Company	23,410	23	241	
18	16	Citigate	21,926	59	29,398	-25.4%
19	38	Image Sept	21,668	69	7,403	192.7%
20	41	Newgate Communications	20,540	35	5,828	252.4%

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	1	Brunswick Group	526,374	206	210	-4
2	3	Sard Verbinnen & Co	453,296	203	136	67
3	2	FTI Consulting	193,529	192	187	5
4	4	Joele Frank Wilkinson Brimmer Katcher	467,604	169	134	35
5	5	Kekst (Publicis/MSLGROUP)	102,211	119	122	-3
6	11	Abernathy MacGregor Group (AMO)	96,343	82	59	23
7	8	Finsbury	184,215	79	76	3
8	9	Maitland (AMO)	44,441	74	66	8
9	7	Edelman	34,491	71	85	-14
10	22	Image Sept	21,668	69	32	37
11	16	ICR (Integrated Corporate Relations)	43,734	66	41	25
12	13	Owen Blicksilver Public Relations	34,322	62	54	8
13	6	Citigate	21,926	59	90	-31
14	14	Greenbrook Communications	20,285	56	50	6
15	10	Tulchan Communications	10,070	49	62	-13
16	12	Instinctif Partners	6,202	49	58	-9
17	39	Community Group	10,809	43	16	27
18	25	Chris Tofalli Public Relations	6,600	41	26	15
19	32	Powerscourt	15,178	39	21	18
20	21	Hering Schuppener (Finsbury)	119,117	38	34	4

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	1	Joele Frank Wilkinson Brimmer Katcher	447,091	165	504,527	-11.4%
2	4	Sard Verbinnen & Co	397,635	177	320,991	23.9%
3	2	Brunswick Group	335,197	89	409,491	-18.1%
4	9	FTI Consulting	156,763	74	41,117	281.3%
5	22	CNC (Publicis/MSLGROUP)	111,684	13	7,130	
6	6	Finsbury	104,951	32	153,445	-31.6%
7	3	Kekst (Publicis/MSLGROUP)	90,138	107	323,438	-72.1%
8	5	Abernathy MacGregor Group (AMO)	86,410	80	164,079	-47.3%
9	18	Hering Schuppener (Finsbury)	79,236	12	11,877	567.1%
10	74	Hirzel.Neef.Schmid.Counselors (AMO)	63,403	1	805	
11	10	Weber Shandwick Worldwide	60,813	18	35,752	70.1%
12	17	ICR (Integrated Corporate Relations)	43,182	62	14,004	208.4%
13	13	Owen Blicksilver Public Relations	34,322	62	24,647	39.3%
14	7	Edelman	27,884	49	123,352	-77.4%
15	132	Sloane & Company	23,410	23	241	
16	12	Prosek Partners	13,227	29	29,929	-55.8%
17	45	Powerscourt	12,603	13	2,223	466.9%
18	26	Maitland (AMO)	11,635	24	6,043	92.5%
19	11	Greenbrook Communications	8,515	15	30,492	-72.1%
20	21	Citigate	8,092	14	7,985	1.3%

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	2	Sard Verbinnen & Co	397,635	177	121	56
2	1	Joele Frank Wilkinson Brimmer Katcher	447,091	165	133	32
3	3	Kekst (Publicis/MSLGROUP)	90,138	107	113	-6
4	4	Brunswick Group	335,197	89	109	-20
5	7	Abernathy MacGregor Group (AMO)	86,410	80	55	25
6	5	FTI Consulting	156,763	74	70	4
7	10	ICR (Integrated Corporate Relations)	43,182	62	36	26
8	8	Owen Blicksilver Public Relations	34,322	62	52	10
9	6	Edelman	27,884	49	62	-13
10	14	Chris Tofalli Public Relations	6,600	41	26	15
11	9	Finsbury	104,951	32	37	-5
12	11	Prosek Partners	13,227	29	34	-5
13	21	Maitland (AMO)	11,635	24	12	12
14	35	Sloane & Company	23,410	23	8	15
15	12	BackBay Communications	272	23	34	-11
16	13	Weber Shandwick Worldwide	60,813	18	27	-9
17	18	Greenbrook Communications	8,515	15	14	1
18	16	Tulchan Communications	4,450	15	18	-3
19	15	Citigate	8,092	14	24	-10
20	19	Instinctif Partners	1,359	14	13	1

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	1	Brunswick Group	279,287	145	359,910	-22.4%
2	6	Sard Verbinnen & Co	208,620	44	79,514	162.4%
3	2	Finsbury	171,710	66	280,001	-38.7%
4	5	FTI Consulting	159,748	157	118,720	34.6%
5	21	CNC (Publicis/MSLGROUP)	153,428	37	13,267	
6	10	Hering Schuppener (Finsbury)	118,318	37	46,005	157.2%
7	3	Joele Frank Wilkinson Brimmer Katcher	100,573	33	152,161	-33.9%
8	43	Hirzel.Neef.Schmid.Counselors (AMO)	66,742	4	2,549	
9	8	Kekst (Publicis/MSLGROUP)	59,014	39	46,210	27.7%
10	24	Weber Shandwick Worldwide	48,735	13	11,414	327.0%
11	-	Dynamics Group	46,350	5	-	-
12	11	Maitland (AMO)	40,313	73	29,033	38.9%
13	13	Citigate	21,438	56	23,629	-9.3%
14	30	Image Sept	21,375	67	7,403	188.7%
15	9	Greenbrook Communications	20,285	56	46,127	-56.0%
16	12	Abernathy MacGregor Group (AMO)	19,937	19	27,508	-27.5%
17	85	Cardew Group	15,601	4	522	2,888.7%
18	16	Powerscourt	15,160	35	18,443	-17.8%
19	25	Fitzroy Communications	14,812	2	9,008	64.4%
20	77	Adfactors PR	12,905	5	665	

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	1	FTI Consulting	159,748	157	158	-1
2	2	Brunswick Group	279,287	145	129	16
3	4	Maitland (AMO)	40,313	73	66	7
4	14	Image Sept	21,375	67	32	35
5	6	Finsbury	171,710	66	58	8
6	3	Citigate	21,438	56	77	-21
7	8	Greenbrook Communications	20,285	56	49	7
8	5	Tulchan Communications	9,546	48	62	-14
9	7	Instinctif Partners	6,190	47	55	-8
10	18	Sard Verbinnen & Co	208,620	44	22	22
11	30	Community Group	10,374	42	16	26
12	11	Kekst (Publicis/MSLGROUP)	59,014	39	33	6
13	20	CNC (Publicis/MSLGROUP)	153,428	37	21	16
14	12	Hering Schuppener (Finsbury)	118,318	37	33	4
15	23	Powerscourt	15,160	35	20	15
16	13	Joele Frank Wilkinson Brimmer Katcher	100,573	33	32	1
17	9	Bell Pottinger Financial & Corporate	7,819	33	37	-4
18	32	Kreab	3,198	32	15	17
19	47	Kable Communication Finance	2,564	32	9	23
20	19	Barabino & Partners	3,493	31	22	9

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	1	Brunswick Group	101,397	72	292,355	-65.3%
2	2	Finsbury	86,369	47	235,472	-63.3%
3	7	Sard Verbinnen & Co	60,913	19	31,536	93.2%
4	4	FTI Consulting	44,558	102	80,847	-44.9%
5	41	CNC (Publicis/MSLGROUP)	34,713	10	1,600	
6	11	Maitland (AMO)	25,288	62	21,265	18.9%
7	10	Greenbrook Communications	18,672	46	23,062	-19.0%
8	8	Hering Schuppener (Finsbury)	17,906	11	31,501	-43.2%
9	59	Cardew Group	15,601	4	522	
10	17	Fitzroy Communications	14,812	2	9,008	64.4%
11	25	Abernathy MacGregor Group (AMO)	14,515	9	3,613	301.7%
12	9	Joele Frank Wilkinson Brimmer Katcher	12,997	15	23,097	-43.7%
13	16	Powerscourt	12,046	28	9,536	26.3%
14	5	Tulchan Communications	9,546	48	68,391	-86.0%
15	-	Sloane & Company	7,837	2	-	-

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	1	FTI Consulting	44,558	102	119	-17
2	2	Brunswick Group	101,397	72	93	-21
3	3	Maitland (AMO)	25,288	62	58	4
4	4	Tulchan Communications	9,546	48	57	-9
5	8	Finsbury	86,369	47	39	8
6	6	Greenbrook Communications	18,672	46	41	5
7	5	Instinctif Partners	6,139	42	48	-6
8	15	Powerscourt	12,046	28	16	12
9	9	Bell Pottinger Financial & Corporate	4,681	28	35	-7
10	7	Citigate	7,088	27	40	-13
11	10	MHP Communications	2,878	25	34	-9
12	12	CityPress PR	921	24	19	5
13	23	Sard Verbinnen & Co	60,913	19	10	9
14	120	Hawthorn	1,204	19	1	18
15	11	Buchanan Communications	441	18	26	-8

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	1	Hering Schuppener (Finsbury)	116,259	34	42,849	171.3%
2	4	CNC (Publicis/MSLGROUP)	95,577	21	10,947	773.1%
3	9	Finsbury	86,008	11	2,671	
4	2	FTI Consulting	85,417	25	39,326	117.2%
5	3	Brunswick Group	81,247	22	28,297	187.1%
6	25	Sard Verbinnen & Co	70,743	7	142	
7	16	Joele Frank Wilkinson Brimmer Katcher	65,824	3	820	
8	-	Hirzel.Neef.Schmid.Counselors (AMO)	63,403	1	-	-
9	14	Maitland (AMO)	16,028	5	922	
10=	-	Cardew Group	14,812	1	-	-
10=	-	Fitzroy Communications	14,812	1	-	-
12	24	Image Sept	11,243	12	161	6,883.2%
13	8	Kekst (Publicis/MSLGROUP)	8,528	6	2,954	188.7%
14	-	LLORENTE & CUENCA (AMO)	7,475	2	-	-
15	-	Estudio de Comunicacion	7,475	1	-	-

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	1	Hering Schuppener (Finsbury)	116,259	34	29	5
2	2	FTI Consulting	85,417	25	26	-1
3	3	Brunswick Group	81,247	22	13	9
4	4	CNC (Publicis/MSLGROUP)	95,577	21	12	9
5	6	Ira Wuelfing Kommunikation	699	19	9	10
6	8	Charles Barker Corporate Communications	2,275	13	8	5
7	29	Image Sept	11,243	12	2	10
8	62	Hawthorn	524	12	1	11
9	13	Finsbury	86,008	11	4	7
10	15	Cometis	155	8	4	4
11	44	Sard Verbinnen & Co	70,743	7	1	6
12	17	HeadLand Consultancy	1,963	7	4	3
13	18	Kekst (Publicis/MSLGROUP)	8,528	6	3	3
14	5	Edelman	3,646	6	11	-5
15	9	Maitland (AMO)	16,028	5	7	-2

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	3	Joele Frank Wilkinson Brimmer Katcher	17,808	5	15,392	15.7%
2	38	Hering Schuppener (Finsbury)	17,132	6	338	
3	-	Sard Verbinnen & Co	16,122	7	-	-
4	1	Brunswick Group	14,133	48	41,044	-65.6%
5	5	Image Sept	12,939	64	7,370	75.6%
6	16	Havas Paris (AMO)	9,934	25	1,772	460.6%
7	11	FTI Consulting	7,798	23	4,665	67.2%
8	2	Finsbury	6,036	11	18,100	-66.7%
9	14	Maitland (AMO)	5,196	6	4,194	23.9%
10	35	Steele & Holt	4,949	17	396	
11	9	Citigate	4,889	24	5,058	-3.3%
12	15	Publicis Consultants (Publicis/MSLGROUP)	4,705	23	3,922	20.0%
13	7	Greenbrook Communications	4,512	12	6,806	-33.7%
14	77	Community Group	4,043	6	-	-
15	22	HeadLand Consultancy	4,015	23	1,164	244.9%

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	1	Image Sept	12,939	64	31	33
2	5	Brunswick Group	14,133	48	17	31
3	4	Havas Paris (AMO)	9,934	25	19	6
4	3	Citigate	4,889	24	21	3
5	6	FTI Consulting	7,798	23	15	8
6	2	Publicis Consultants (Publicis/MSLGROUP)	4,705	23	29	-6
7	8	HeadLand Consultancy	4,015	23	13	10
8	14	Kable Communication Finance	480	20	8	12
9	15	Steele & Holt	4,949	17	8	9
10	7	Actus Finance	474	16	15	1
11	11	Shan	263	16	9	7
12	9	NewCap	81	13	12	1
13	10	Greenbrook Communications	4,512	12	11	1
14	20	Finsbury	6,036	11	5	6
15	13	CTCom	2,330	11	8	3

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	1	Community Group	9,439	39	22,024	-57.1%
2	9	Brunswick Group	7,594	12	4,277	77.6%
3	-	Chandos Communications	7,210	6	-	-
4	14	Maitland (AMO)	6,386	9	1,621	294.0%
5	8	Image Building	6,277	22	4,697	33.6%
6	19	Ad Hoc Communication (AMO)	4,190	10	646	548.6%
7	5	Barabino & Partners	3,493	31	7,909	-55.8%
8	3	Finsbury	3,046	3	14,270	-78.7%
9	20	Moccagatta Pogliani & Associati	2,805	3	614	356.8%
10	2	FTI Consulting	2,387	9	18,639	-87.2%
11	28	Greenbrook Communications	2,356	10	322	631.7%
12	-	MSL Italia (Publicis/MSLGROUP)	1,379	3	-	-
13	17	Kekst (Publicis/MSLGROUP)	1,234	4	1,132	9.0%
14	31	Weber Shandwick Worldwide	725	2	179	305.0%
15	25	Image Sept	440	4	368	19.6%

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	3	Community Group	9,439	39	16	23
2	1	Barabino & Partners	3,493	31	21	10
3	2	Image Building	6,277	22	19	3
4	20	Brunswick Group	7,594	12	2	10
5	5	Ad Hoc Communication (AMO)	4,190	10	7	3
6	23	Greenbrook Communications	2,356	10	2	8
7	6	Maitland (AMO)	6,386	9	6	3
8	8	FTI Consulting	2,387	9	5	4
9	4	IR Top	130	9	8	1
10	-	Chandos Communications	7,210	6	-	-
11	-	True Relazioni Pubbliche	13	5	-	-
12	15	Kekst (Publicis/MSLGROUP)	1,234	4	3	1
13	22	Image Sept	440	4	2	2
14	10	Close to Media	244	4	5	-1
15	11	Finsbury	3,046	3	4	-1

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	2	Brunswick Group	117,211	42	43,295	170.7%
2	1	Sard Verbinnen & Co	73,685	34	50,378	46.3%
3	-	Dynamics Group	45,860	1	-	-
4	25	Joele Frank Wilkinson Brimmer Katcher	40,015	16	2,320	
5	3	FTI Consulting	30,301	35	40,839	-25.8%
6	38	CNC (Publicis/MSLGROUP)	16,106	3	1,206	
7	9	Kekst (Publicis/MSLGROUP)	15,550	12	6,908	125.1%
8	4	Finsbury	14,085	15	15,598	-9.7%
9	32	Adfactors PR	13,085	11	1,613	711.2%
10	31	Domestique Consulting	12,686	11	1,769	617.1%
11	21	Edelman	12,280	21	3,057	301.7%
12	6	GRACosway	9,611	13	11,778	-18.4%
13	48	ICR (Integrated Corporate Relations)	9,441	8	825	1,044.4%
14	7	Wonderful Sky Financial Group Holdings	8,184	17	10,907	-25.0%
15	29	Weber Shandwick Worldwide	6,944	7	1,794	287.1%
16	39	Hering Schuppener (Finsbury)	6,515	5	1,145	469.0%
17	17	Nightingale Communications	6,097	3	3,601	69.3%
18	14	Newgate Communications	5,726	17	5,319	7.7%
19	8	Bell Pottinger Financial & Corporate	5,420	6	7,913	-31.5%
20	11	Citadel Magnus	4,218	24	6,312	-33.2%

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	1	Brunswick Group	117,211	42	32	10
2	2	FTI Consulting	30,301	35	27	8
3	5	Sard Verbinnen & Co	73,685	34	13	21
4	3	Citadel Magnus	4,218	24	18	6
5	7	Edelman	12,280	21	13	8
6	21	Wonderful Sky Financial Group Holdings	8,184	17	5	12
7	9	Newgate Communications	5,726	17	10	7
8	50	Joele Frank Wilkinson Brimmer Katcher	40,015	16	2	14
9	10	Finsbury	14,085	15	9	6
10	12	GRACosway	9,611	13	8	5
11	33	Kekst (Publicis/MSLGROUP)	15,550	12	4	8
12	19	Adfactors PR	13,085	11	6	5
13	52	Domestique Consulting	12,686	11	2	9
14	8	Christensen Investor Relations	718	10	12	-2
15	20	ICR (Integrated Corporate Relations)	9,441	8	6	2
16	30	Professional Public Relations	386	8	5	7
17	18	Weber Shandwick Worldwide	6,944	7	6	1
18	14	Bell Pottinger Financial & Corporate	5,420	6	7	-1
19	13	Strategic Public Relations Group	2,993	6	8	-2
20	83	PR ASIA Consultants	2,183	6	1	5

League table by value

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Value (US\$m)	Value change
1	3	Sard Verbinen & Co	46,358	10	8,988	415.8%
2	1	Brunswick Group	41,522	8	25,751	61.2%
3	9	Finsbury	33,056	3	2,064	
4	8	Ashton Consulting	6,651	5	2,597	156.1%
5	-	Newgate Communications	6,641	2	-	-
6	4	Kekst (Publicis/MSLGROUP)	6,438	2	7,997	-19.5%
7	25	Joele Frank Wilkinson Brimmer Katcher	4,938	2	84	5,778.6%
8	5	Edelman	2,160	3	7,842	-72.5%
9	6	FTI Consulting	1,906	2	5,888	-67.6%
10	-	Powerscourt	900	1	-	-
11	-	Domestique Consulting	657	1	-	-
12	2	CNC (Publicis/MSLGROUP)	390	1	9,488	-95.9%
13	-	Publicis Consultants (Publicis/MSLGROUP)	332	1	-	-
14	-	Weber Shandwick Worldwide	241	1	-	-
15	-	Ira Wuelfing Kommunikation	188	2	-	-

League table by deal count

Rank		Company name	2016		2015	
2016	2015		Value (US\$m)	Deal Count	Deal Count	Count change
1	5	Sard Verbinen & Co	46,358	10	3	7
2	2	Brunswick Group	41,522	8	7	1
3	9	Ashton Consulting	6,651	5	2	3
4	6	Finsbury	33,056	3	3	0
5	1	Edelman	2,160	3	9	-6
6	-	Citadel Magnus	170	3	-	-
7	-	Newgate Communications	6,641	2	-	-
8	7	Kekst (Publicis/MSLGROUP)	6,438	2	2	0
9	25	Joele Frank Wilkinson Brimmer Katcher	4,938	2	1	1
10	4	FTI Consulting	1,906	2	4	-2
11	-	Ira Wuelfing Kommunikation	188	2	-	-
12	-	Powerscourt	900	1	-	-
13	-	Domestique Consulting	657	1	-	-
14	3	CNC (Publicis/MSLGROUP)	390	1	5	-4
15	-	Publicis Consultants (Publicis/MSLGROUP)	332	1	-	-

All data is based on transactions over US\$ 5m and is based on the Mergermarket's M&A deals database. 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 the value is greater than US\$ 100m. Click [here](#) for the full deal criteria.

League tables: Based on the dominant geography of the target, bidder or seller company being the stated region/country. Exclude lapsed and withdrawn bids.

League tables correct as of 23-Jan-2017

All values are in US\$.

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