

# press release

mergermarket League Tables of PR Advisers Year End 2011  
January 18 2012, for immediate release

## PRESS CONTACTS

**EMEA:** Flora Wilke  
flora.wilke@mergermarket.com  
Tel: +44 207 059 6348

**Americas:** Dara Silverstein  
dara.silverstein@mergermarket.com  
Tel: +1 646 378 3118

**Asia-Pacific:** Michel Chau  
michel.chau@mergermarket.com  
Tel: +852 2158 9706

# mergermarket League Tables of PR Advisers Year End 2011

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**EMEA:** Flora Wilke  
flora.wilke@mergermarket.com  
Tel: +44 207 059 6348

**Americas:** Dara Silverstein  
dara.silverstein@mergermarket.com  
Tel: +1 646 378 3118

**Asia-Pacific:** Michel Chau  
michel.chau@mergermarket.com  
Tel: +852 2158 9706

**Brunswick** has retained its top global ranking in the PR league tables by deal value for 2011, having worked on 186 transactions worth US\$ 238.9bn. The firm has kept its top place on the global mergermarket tables since 2006. Joele **Frank Wilkinson Brimmer Katcher** moved up one spot to take second place. **FTI Consulting** remained the most active firm by deal count in 2011, having worked on 235 transactions.

Both **Brunswick** and **FTI Consulting** dominated the European and UK PR league tables, maintaining their top positions in deal value and deal count respectively. **Euro RSCG** topped both rankings in France, whilst **Hering Schuppeneper Consulting** and **Community Group** topped the deal value rankings in Germany and Italy respectively.

**Joele Frank Wilkinson Brimmer Katcher** kept its top ranking in the US PR league tables by deal value, whereas **Kekst and Company** was the most active PR firm in the US by deal count in 2011.

**Brunswick** and **FTI Consulting** both retained their top rankings in the Asia-Pacific (excluding Japan) PR rankings by deal value and deal count respectively for 2011. **Hill & Knowlton** climbed 20 positions from its 2010 ranking to claim third place in the Asia-Pacific PR league table by deal count, having worked on 18 more deals than in 2010.

## Global Summary

Global M&A in 2011 totalled US\$ 2,203bn, up 3.6% from 2010 (US\$ 2,125.9bn), making it the busiest year since 2008 (which saw US\$ 2,405.8bn). 12,688 deals were announced in 2011, 3.2% more than in 2010 (12,294 deals). The trend during the year, however, was downwards, with activity decreasing over four successive quarters. US\$ 442bn-worth of deals were announced globally in the fourth quarter of 2011, down 21.1% from Q3 2011 (US\$ 560bn). Fourth quarter activity was 37.6% lower than in Q4 2010 (US\$ 708.1bn), with the lowest quarterly total since Q3 2009 (US\$ 325.4bn).

## Europe Summary

Europe finished 2011 with a total M&A value of US\$ 704.7bn, a 5.8% increase from 2010 (US\$ 665.9bn). 5,304 deals were announced, topping 2010's total of 4,838 deals. However, European M&A decreased - in terms of both deal value and number of deals - over the second half of 2011. Q4 2011 saw US\$ 121.3bn-worth of deals, a 25.7% decrease from the previous quarter (US\$ 163.2bn in Q3), and a 50.4% decrease from the same period the previous year (US\$ 244.3bn).

## US Summary

The US saw the announcement of US\$ 824.1bn-worth of deals in 2011, 14.9% higher than 2010 (US\$ 717.2bn). Despite the strong figures for the year as a whole, US M&A followed a downward path in 2011, after a strong first quarter (US\$ 259.1bn). US\$ 180bn-worth of deals were announced in Q4, an 8.1% decrease since Q3 (US\$ 195.9bn) and 25.5% less than the same period the previous year (US\$ 241.6bn). In the global picture, however, the US fared well in Q4 and accounted for 40.7% of the value of global M&A (US\$ 442bn).

## Asia-Pacific Summary

With US\$ 339.8bn-worth of deals, the total value of M&A in 2011 in Asia-Pacific (excluding Japan) was 9.8% below 2010's total (US\$ 376.9bn), though it was still the fourth busiest year on mergermarket record (since 2001). The last quarter saw the announcement in the region of 452 deals worth US\$ 69.4bn. Usually the busiest quarter of the year for M&A in the Asia-Pacific region, Q4 2011 showed a decrease of 31.6% in deal value compared to the previous quarter (US\$ 101.5).

# Global M&A Overview: League Tables of PR Advisers

League Table of PR Advisers to Global M&A: Value						
Ranking			Y/E 2011		Y/E 2010	
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
1	1	Brunswick Group	238,858	186	228,317	4.6%
3	2	Joele Frank Wilkinson Brimmer Katcher	171,565	89	112,446	52.6%
6	3	Sard Verbinnen & Co	162,219	89	86,417	87.7%
2	4	FTI Consulting	149,807	235	177,374	-15.5%
7	5	Abernathy MacGregor Group (AMO)	146,942	81	71,142	106.5%
4	6	Kekst and Company (Publicis Groupe)	114,069	112	108,123	5.5%
5	7	Finsbury Group	71,580	115	102,655	-30.3%
9	8	Euro RSCG C&O (AMO)	44,971	44	39,715	13.2%
8	9	Maitland (AMO)	40,295	56	42,039	-4.1%
10	10	Hering Schuppener Consulting (AMO)	32,868	26	36,275	-9.4%
19	11	Tulchan Communications	30,156	43	16,049	87.9%
23	12	Edelman	28,914	32	14,205	103.5%
24	13	Pelham Bell Pottinger	28,649	45	13,818	107.3%
12	14	Citigate	27,935	110	26,304	6.2%
21	15	CNC	26,667	25	14,437	84.7%
27	16	LLORENTE & CUENCA (AMO)	26,140	12	11,508	127.1%
11	17	Kreab Gavin Anderson	22,808	28	30,714	-25.7%
20	18	Hinton & Associates	22,008	8	15,067	46.1%
25	19	M:Communications	21,088	36	12,608	67.3%
14	20	Cubitt Jacobs & Prosek Communications	17,325	17	17,817	-2.8%

League Table of PR Advisers to Global M&A: Volume						
Ranking			Y/E 2011		Y/E 2010	
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Deal Count	Deal Count Change
1	1	FTI Consulting	149,807	235	228	7
2	2	Brunswick Group	238,858	186	170	16
4	3	Finsbury Group	71,580	115	106	9
5	4	Kekst and Company (Publicis Groupe)	114,069	112	104	8
3	5	Citigate	27,935	110	111	-1
7	6	Joele Frank Wilkinson Brimmer Katcher	171,565	89	86	3
8	7	Sard Verbinnen & Co	162,219	89	69	20
6	8	Abernathy MacGregor Group (AMO)	146,942	81	99	-18
9	9	Maitland (AMO)	40,295	56	54	2
11	10	Pelham Bell Pottinger	28,649	45	39	6
38	11	Euro RSCG C&O (AMO)	44,971	44	13	31
14	12	Tulchan Communications	30,156	43	36	7
25	13	Hill & Knowlton	12,628	43	22	21
18	14	MHP Communications	4,729	40	28	12
35	15	Merlin PR	8,061	39	15	24
22	16	M:Communications	21,088	36	25	11
10	17	Barabino & Partners	10,452	36	49	-13
16	18	Edelman	28,914	32	28	4
26	19	Community Group	16,515	32	22	10
13	20	Owen Blicksilver Public Relations	5,849	32	37	-5

# Global M&A Overview: Top Deals



Activity Table of Global M&A for Year End 2011

Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
16-Oct-11	Kinder Morgan Inc		El Paso Corporation	Joele Frank Wilkinson Brimmer Katcher		37,439
21-Jul-11	Express Scripts Inc	Brunswick Group	Medco Health Solutions Inc	Abernathy MacGregor Group (AMO)		33,430
10-Jan-11	Duke Energy Corporation	Abernathy MacGregor Group (AMO)	Progress Energy Inc	Abernathy MacGregor Group (AMO)		25,825
22-Sep-11	Nippon Steel Corporation		Sumitomo Metal Industries Ltd (90.6% Stake)			22,474
27-Apr-11	Johnson & Johnson	Kekst and Company (Publicis Groupe)	Synthes GmbH			21,191
21-Sep-11	United Technologies Corporation		Goodrich Corporation	Joele Frank Wilkinson Brimmer Katcher		17,861
31-Jan-11	AMB Property Corporation	Cubitt Jacobs & Prosek Communications	ProLogis	Abernathy MacGregor Group (AMO)		14,833
18-Jan-11	Cargill Inc (Shareholders)		The Mosaic Company (40% Stake)	Sard Verbinnen & Co	Cargill Inc	14,808
14-Jul-11	BHP Billiton Ltd	Brunswick Group	Petrohawk Energy Corporation			14,760
13-Jan-11	Marathon Oil Corporation (Shareholders)		Marathon Petroleum Corporation		Marathon Oil Corporation	14,667

# European M&A Overview: League Tables of PR Advisers

## League Table of PR Advisers to European M&A: Value

Ranking		Y/E 2011		Y/E 2010		% Value Change
Y/E 2010	Y/E 2011	Value (US\$m)	Deal Count	Value (US\$m)		
1	1	Brunswick Group	115,925	140	195,688	-40.8%
2	2	FTI Consulting	106,064	178	130,728	-18.9%
3	3	Finsbury Group	51,473	95	94,478	-45.5%
6	4	Euro RSCG C&O (AMO)	44,844	43	39,482	13.6%
7	5	Abernathy MacGregor Group (AMO)	43,844	27	39,381	11.3%
4	6	Kekst and Company (Publicis Groupe)	43,234	24	50,301	-14.0%
5	7	Maitland (AMO)	36,244	53	42,039	-13.8%
8	8	Hering Schuppener Consulting (AMO)	32,868	26	36,275	-9.4%
23	9	Joele Frank Wilkinson Brimmer Katcher	31,109	16	10,206	204.8%
12	10	Tulchan Communications	30,156	43	16,049	87.9%
10	11	Citigate	27,557	102	22,236	23.9%
15	12	CNC	26,667	25	14,399	85.2%
21	13	LLORENTE & CUENCA (AMO)	25,704	10	11,048	132.7%
13	14	Sard Verbinen & Co	25,555	22	15,728	62.5%
18	15	M:Communications	19,374	32	12,608	53.7%
26	16	Pelham Bell Pottinger	19,313	38	9,511	103.1%
36	17	Community Group	16,515	32	3,945	318.6%
24	18	Edelman	16,268	12	9,731	67.2%
14	19	Capital MS&L (Publicis Groupe)	15,151	10	14,472	4.7%
-	20	Stockwell Communications	14,425	2	-	-

## League Table of PR Advisers to European M&A: Volume

Ranking		Y/E 2011		Y/E 2010		Deal Count Change
Y/E 2010	Y/E 2011	Value (US\$m)	Deal Count	Value (US\$m)	Deal Count	
1	1	FTI Consulting	106,064	178	163	15
2	2	Brunswick Group	115,925	140	131	9
3	3	Citigate	27,557	102	93	9
4	4	Finsbury Group	51,473	95	90	5
5	5	Maitland (AMO)	36,244	53	54	-1
27	6	Euro RSCG C&O (AMO)	44,844	43	12	31
7	7	Tulchan Communications	30,156	43	36	7
23	8	Merlin PR	8,061	39	15	24
12	9	MHP Communications	4,699	39	27	12
9	10	Pelham Bell Pottinger	19,313	38	32	6
6	11	Barabino & Partners	10,452	36	48	-12
14	12	M:Communications	19,374	32	25	7
16	13	Community Group	16,515	32	19	13
15	14	College Hill	1,714	28	24	4
10	15	Abernathy MacGregor Group (AMO)	43,844	27	29	-2
8	16	Hering Schuppener Consulting (AMO)	32,868	26	34	-8
18	17	CityPress PR	1,051	26	18	8
34	18	CNC	26,667	25	10	15
11	19	Publicis Consultants (Publicis Groupe)	10,937	25	27	-2
28	20	Buchanan Communications	2,772	25	12	13

# European M&A Overview: League Tables of PR Advisers

PR Advisers to UK M&A: Value						
Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
1	1	Brunswick Group	59,383	84	108,017	-45.0%
3	2	FTI Consulting	53,377	131	31,155	71.3%
2	3	Finsbury Group	36,662	67	72,566	-49.5%
11	4	Abernathy MacGregor Group (AMO)	22,539	12	9,021	149.9%
95	5	Joele Frank Wilkinson Brimmer Katcher	16,859	9	28	60,110.7%
12	6	Pelham Bell Pottinger	15,318	33	8,448	81.3%
6	7	Citigate	14,707	60	12,574	17.0%
-	8	Stockwell Communications	14,425	2	-	-
5	9	Tulchan Communications	14,063	35	14,402	-2.4%
20	10	Capital MS&L (Publicis Groupe)	14,048	8	4,364	221.9%
-	11	Butcher & Co	12,936	2	-	-
-	12	Bespoke Approach	12,925	1	-	-
4	13	Maitland (AMO)	7,920	44	22,152	-64.2%
19	14	Sard Verbinnen & Co	7,273	11	4,408	65.0%
24	15	Merlin PR	6,771	35	3,116	117.3%

PR Advisers to UK M&A: Volume						
Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Deal Count	Deal Count Change
1	1	FTI Consulting	53,377	131	110	21
2	2	Brunswick Group	59,383	84	78	6
4	3	Finsbury Group	36,662	67	62	5
3	4	Citigate	14,707	60	65	-5
5	5	Maitland (AMO)	7,920	44	45	-1
8	6	MHP Communications	4,395	37	26	11
6	7	Tulchan Communications	14,063	35	34	1
12	8	Merlin PR	6,771	35	15	20
7	9	Pelham Bell Pottinger	15,318	33	28	5
11	10	CityPress PR	1,051	26	18	8
15	11	Buchanan Communications	2,566	24	12	12
9	12	College Hill	1,524	23	22	1
10	13	M:Communications	6,520	21	19	2
13	14	Abernathy MacGregor Group (AMO)	22,539	12	14	-2
18	15	Sard Verbinnen & Co	7,273	11	9	2

PR Advisers to French M&A: Value						
Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
2	1	Euro RSCG C&O (AMO)	27,120	41	30,612	-11.4%
1	2	Brunswick Group	24,535	39	35,377	-30.6%
3	3	Finsbury Group	12,530	6	28,516	-56.1%
65	4	Capital MS&L (Publicis Groupe)	11,571	3	-	-
35	5	Community Group	11,528	11	157	7,242.7%
11	6	Publicis Consultants (Publicis Groupe)	10,937	23	6,720	62.8%
10	7	M:Communications	9,073	5	6,771	34.0%
-	8	LLORENTE & CUENCA (AMO)	8,039	2	-	-
43	9	Barabino & Partners	6,749	9	90	7,398.9%
13	10	Maitland (AMO)	6,446	1	4,739	36.0%
-	11	Image Building	6,365	3	-	-
15	12	Tulchan Communications	6,158	7	3,013	104.4%
6	13	Kekst and Company (Publicis Groupe)	5,968	5	19,479	-69.4%
21	14	The HeadLand Consultancy	5,236	10	666	686.2%
5	15	FTI Consulting	4,761	16	19,637	-75.8%

PR Advisers to French M&A: Volume						
Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Deal Count	Deal Count Change
4	1	Euro RSCG C&O (AMO)	27,120	41	11	30
1	2	Brunswick Group	24,535	39	30	9
3	3	Publicis Consultants (Publicis Groupe)	10,937	23	22	1
2	4	FTI Consulting	4,761	16	23	-7
5	5	Citigate	3,140	14	11	3
6	6	Image Sept	4,640	13	9	4
-	7	Merlin PR	4,430	12	-	-
44	8	Community Group	11,528	11	1	10
11	9	The HeadLand Consultancy	5,236	10	4	6
9	10	Barabino & Partners	6,749	9	5	4
16	11	Keima	1,251	9	3	6
10	12	Tulchan Communications	6,158	7	4	3
7	13	Finsbury Group	12,530	6	7	-1
56	14	Actifin	99	6	1	5
8	15	M:Communications	9,073	5	5	0

# European M&A Overview: League Tables of PR Advisers

PR Advisers to German M&A: Value						
Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
1	1	Hering Schuppener Consulting (AMO)	32,670	24	36,127	-9.6%
4	2	CNC	26,353	24	11,225	134.8%
2	3	FTI Consulting	21,409	25	18,907	13.2%
25	4	Maitland (AMO)	19,773	9	232	8,422.8%
11	5	Tulchan Communications	13,515	5	3,748	260.6%
-	6	Euro RSCG C&O (AMO)	12,991	5	-	-
8	7	Sard Verbinen & Co	12,431	2	6,760	83.9%
13	8=	Abernathy MacGregor Group (AMO)	12,267	1	1,639	648.4%
6	8=	Joele Frank Wilkinson Brimmer Katcher	12,267	1	7,836	56.5%
3	10	Brunswick Group	7,169	15	16,753	-57.2%
7	11	Finsbury Group	1,784	7	6,863	-74.0%
18	12	Citigate	966	10	719	34.4%
66	13	Strategic Public Relations Group	942	2	-	-
32	14	Charles Barker Corporate Communications	854	11	64	1,234.4%
38	15	BackBay Communications	660	2	20	3,200.0%

PR Advisers to German M&A: Volume						
Ranking		Y/E 2011		Y/E 2010		Deal Count Change
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Deal Count	Deal Count Change
2	1	FTI Consulting	21,409	25	24	1
1	2	Hering Schuppener Consulting (AMO)	32,670	24	32	-8
5	3	CNC	26,353	24	7	17
3	4	Brunswick Group	7,169	15	12	3
11	5	Charles Barker Corporate Communications	854	11	4	7
9	6	Citigate	966	10	5	5
21	7	Maitland (AMO)	19,773	9	2	7
6	8	Finsbury Group	1,784	7	7	0
18	9	Tulchan Communications	13,515	5	2	3
-	10	Euro RSCG C&O (AMO)	12,991	5	-	-
7	11	Ira Wuelfing Kommunikation	5	5	5	0
58	12	Merlin PR	-	5	1	4
68	13	The HeadLand Consultancy	476	3	1	2
-	14	Adfactors PR	226	3	-	-
-	15	Buchanan Communications	169	3	-	-

PR Advisers to Italian M&A: Value						
Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
7	1	Community Group	13,642	21	1,101	1,139.1%
17	2	Image Building	7,377	8	148	4,884.5%
4	3	Barabino & Partners	6,843	32	4,630	47.8%
9	4	M:Communications	5,554	2	1,001	454.8%
11	5	Brunswick Group	5,463	7	602	807.5%
-	6	Kekst and Company (Publicis Groupe)	5,393	1	-	-
-	7	Euro RSCG C&O (AMO)	5,017	3	-	-
5	8	Finsbury Group	4,834	12	4,008	20.6%
8	9	Ad Hoc Communication (AMO)	2,609	11	1,079	141.8%
22	10	PMS	2,129	11	64	3,226.6%
-	11	Tulchan Communications	2,007	1	-	-
28	12	Abernathy MacGregor Group (AMO)	1,893	5	-	-
2	13	FTI Consulting	1,509	3	22,371	-93.3%
1	14	Twister Communications Group	1,183	4	22,525	-94.7%
3	15	Cubitt Jacobs & Prosek Communications	839	2	8,720	-90.4%

PR Advisers to Italian M&A: Volume						
Ranking		Y/E 2011		Y/E 2010		Deal Count Change
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Deal Count	Deal Count Change
1	1	Barabino & Partners	6,843	32	44	-12
2	2	Community Group	13,642	21	15	6
5	3	Finsbury Group	4,834	12	8	4
3	4	Ad Hoc Communication (AMO)	2,609	11	11	0
10	5	PMS	2,129	11	3	8
6	6	Image Building	7,377	8	5	3
7	7	Brunswick Group	5,463	7	4	3
28	8	Abernathy MacGregor Group (AMO)	1,893	5	1	4
4	9	Twister Communications Group	1,183	4	8	-4
-	10	Euro RSCG C&O (AMO)	5,017	3	-	-
8	11	FTI Consulting	1,509	3	3	0
15	12	M:Communications	5,554	2	1	1
11	13	Cubitt Jacobs & Prosek Communications	839	2	2	0
12	14	Maitland (AMO)	185	2	2	0
-	15	MS&L Italia (Publicis Groupe)	184	2	-	-

# European M&A Overview: Top Deals

Activity Table of European M&A for Year End 2011

Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
27-Apr-11	Johnson & Johnson	Kekst and Company (Publicis Groupe)	Synthes GmbH			21,191
19-May-11	Takeda Pharmaceutical Company Ltd	Edelman	Nycomed A/S (Excluding US business)	FTI Consulting; <i>Advising sellers:</i> Kekst and Company (Publicis Groupe)	DLJ Merchant Banking Partners; Collier Capital Lyd; Nordic Capital; and Avista Capital Partners	13,740
25-Feb-11	CaixaBank SA		La Caixa (banking business)	<i>Advising seller:</i> LLORENTE & CUENCA (AMO)	la Caixa	13,024
03-Apr-11	Vivendi SA	Capital MS&L (Publicis Groupe)	SFR SA (44% Stake)	<i>Advising seller:</i> Finsbury Group	Vodafone Group Plc	11,032
17-Jun-11	KazakhGold Group Limited		OJSC Polyus Gold			10,390
18-Aug-11	Hewlett-Packard Company	Abernathy MacGregor Group (AMO); Joele Frank Wilkinson Brimmer Katcher	Autonomy Corporation Plc	Brunswick Group; FTI Consulting		10,255
10-May-11	Microsoft Corporation		Skype Global Sarl	Brunswick Group; <i>Advising sellers:</i> Edelman	Silver Lake Partners; Canada Pension Plan Investment Board; ebay International AG; Andreessen Horowitz; and Joltid Limited	9,044
02-Aug-11	Cheung Kong Infrastructure Holdings Limited		Northumbrian Water Group Plc	Pelham Bell Pottinger		7,786
09-May-11	Volkswagen AG		MAN SE (26% Stake)	Hering Schuppener Consulting (AMO)		7,651
16-Feb-11	International Petroleum Investment Company		Compania Espanola de Petroleos SA (52.94% Stake)	<i>Advising seller:</i> LLORENTE & CUENCA (AMO)	Total SA	7,645

# US M&A Overview: League Tables of PR Advisers



League Table of PR Advisers to US M&A: Value

Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
1	1	Joele Frank Wilkinson Brimmer Katcher	170,413	87	112,181	51.9%
4	2	Brunswick Group	166,268	71	82,927	100.5%
3	3	Sard Verbinnen & Co	154,815	87	85,975	80.1%
5	4	Abernathy MacGregor Group (AMO)	143,950	76	70,289	104.8%
2	5	Kekst and Company (Publicis Groupe)	103,622	102	98,337	5.4%
6	6	FTI Consulting	63,428	80	40,412	57.0%
7	7	Finsbury Group	35,651	37	23,582	51.2%
13	8	CNC	23,222	11	9,044	156.8%
15	9	Maitland (AMO)	21,318	14	7,981	167.1%
17	10	Tulchan Communications	20,177	12	5,411	272.9%
14	11	Cubitt Jacobs & Prosek Communications	17,266	13	8,982	92.2%
49	12	Hering Schuppener Consulting (AMO)	16,718	10	1,351	
12	13	Citigate	15,746	27	10,846	45.2%
11	14	Edelman	14,995	23	11,635	28.9%
8	15	Euro RSCG C&O (AMO)	14,178	7	21,641	-34.5%
10	16	Kreab Gavin Anderson	13,046	5	13,822	-5.6%
-	17	P&L Corporate Communications	10,189	3	-	-
119	18	Hinton & Associates	10,188	2	153	
34	19	M:Communications	10,010	15	2,563	290.6%
-	20=	Public Strategies	8,156	1	-	-
-	20=	Qorvis Communications	8,156	1	-	-

League Table of PR Advisers to US M&A: Volume

Ranking		Y/E 2011		Y/E 2010		
Y/E 2010	Y/E 2011	Company Name	Value (US\$m)	Deal Count	Deal Count	Deal Count Change
1	1	Kekst and Company (Publicis Groupe)	103,622	102	100	2
3	2	Joele Frank Wilkinson Brimmer Katcher	170,413	87	84	3
5	3	Sard Verbinnen & Co	154,815	87	66	21
4	4	FTI Consulting	63,428	80	80	0
2	5	Abernathy MacGregor Group (AMO)	143,950	76	93	-17
6	6	Brunswick Group	166,268	71	65	6
8	7	Finsbury Group	35,651	37	35	2
7	8	Owen Blicksilver Public Relations	5,849	32	37	-5
9	9	Citigate	15,746	27	27	0
12	10	Integrated Corporate Relations	1,777	27	19	8
50	11	BackBay Communications	1,757	26	4	22
10	12	Edelman	14,995	23	21	2
31	13	MHP Communications	2,794	19	7	12
35	14	Blueshirt Group	1,688	19	6	13
13	15	Stanton Public Relations & Marketing	2,246	18	17	1
28	16	Pelham Bell Pottinger	7,944	16	7	9
38	17	M:Communications	10,010	15	5	10
14	18	Maitland (AMO)	21,318	14	15	-1
11	19	Cubitt Jacobs & Prosek Communications	17,266	13	20	-7
33	20	Tulchan Communications	20,177	12	6	6

# US M&A Overview: Top US Deals



Activity Table of US M&A for Year End 2011						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
16-Oct-11	Kinder Morgan Inc		El Paso Corporation	Joele Frank Wilkinson Brimmer Katcher		37,439
21-Jul-11	Express Scripts Inc	Brunswick Group	Medco Health Solutions Inc	Abernathy MacGregor Group (AMO)		33,430
10-Jan-11	Duke Energy Corporation	Abernathy MacGregor Group (AMO)	Progress Energy Inc	Abernathy MacGregor Group (AMO)		25,825
21-Sep-11	United Technologies Corporation		Goodrich Corporation	Joele Frank Wilkinson Brimmer Katcher		17,861
31-Jan-11	AMB Property Corporation	Cubitt Jacobs & Prosek Communications	ProLogis	Abernathy MacGregor Group (AMO)		14,833
18-Jan-11	Cargill Inc (Shareholders)		The Mosaic Company (40% Stake)	Sard Verbinnen & Co	Cargill Inc	14,808
14-Jul-11	BHP Billiton Ltd	Brunswick Group	Petrohawk Energy Corporation			14,760
13-Jan-11	Marathon Oil Corporation (Shareholders)		Marathon Petroleum Corporation		Marathon Oil Corporation	14,667
15-Feb-11	Deutsche Boerse AG	Abernathy MacGregor Group (AMO); Euro RSCG C&O (AMO); FTI Consulting; Hering Schuppener Consulting (AMO); Joele Frank Wilkinson Brimmer Katcher; Maitland (AMO)	NYSE Euronext	CNC; Sard Verbinnen & Co; Tulchan Communications		12,267
28-Apr-11	Exelon Corporation		Constellation Energy Group Inc			10,410

# Asia-Pacific M&A Overview: League Tables of PR Advisers

League Table of PR Advisers to Asia-Pacific (ex. Japan) M&A: Value						
Ranking		Company Name	Y/E 2011		Y/E 2010	
Y/E 2010	Y/E 2011		Value (US\$m)	Deal Count	Value (US\$m)	% Value Change
1	1	Brunswick Group	51,347	33	41,795	22.9%
2	2	FTI Consulting	41,383	54	30,777	34.5%
4	3	Kreab Gavin Anderson	18,408	15	17,258	6.7%
6	4	Hinton & Associates	14,624	7	15,067	-2.9%
26	5=	Bespoke Approach	12,925	1	2,288	464.9%
96	5=	Butcher & Co	12,925	1	91	-
-	5=	Stockwell Communications	12,925	1	-	-
9	8	Citadel Communications	12,501	16	8,729	43.2%
-	9	P&L Corporate Communications	10,230	4	-	-
14	10	Pelham Bell Pottinger	10,201	7	5,587	82.6%
3	11	Finsbury Group	9,443	13	21,150	-55.4%
12	12	Hill & Knowlton	8,641	22	6,826	26.6%
49	13	Maitland (AMO)	5,211	10	645	707.9%
7	14	Cosway Australia	4,687	5	14,258	-67.1%
22	15	Strategic Public Relations Group	3,753	22	2,864	31.0%
13	16	Kekst and Company (Publicis Groupe)	3,730	5	5,736	-35.0%
15	17	Ketchum	3,214	3	4,879	-34.1%
25	18	Nightingale Communications	3,096	6	2,637	17.4%
-	19	Kate Kerrison & Company	2,808	2	-	-
43	20	Sard Verbinen & Co	2,345	4	1,034	126.8%

League Table of PR Advisers to Asia-Pacific (ex. Japan) M&A: Volume						
Ranking		Company Name	Y/E 2011		Y/E 2010	
Y/E 2010	Y/E 2011		Value (US\$m)	Deal Count	Deal Count	Deal Count Change
1	1	FTI Consulting	41,383	54	56	-2
2	2	Brunswick Group	51,347	33	26	7
23	3	Hill & Knowlton	8,641	22	4	18
7	4	Strategic Public Relations Group	3,753	22	15	7
8	5	Citadel Communications	12,501	16	10	6
4	6	Kreab Gavin Anderson	18,408	15	21	-6
5	7	Citigate	1,896	15	20	-5
6	8	Finsbury Group	9,443	13	17	-4
28	9	Maitland (AMO)	5,211	10	4	6
3	10	Wonderful Sky Financial Group	1,486	9	22	-13
19	11	Hanmer Group (Publicis Groupe)	1,564	8	5	3
74	12	Ogilvy PR	548	8	2	6
13	13	Financial PR	151	8	7	1
22	14	Hinton & Associates	14,624	7	4	3
11	15	Pelham Bell Pottinger	10,201	7	9	-2
10	16	Cannings Corporate Communications	1,895	7	9	-2
9	17	Edelman	306	7	10	-3
46	18	Nightingale Communications	3,096	6	2	4
43	19	Euro RSCG C&O (AMO)	1,427	6	2	4
21	20	Adfactors PR	966	6	5	1

# Asia-Pacific M&A Overview: Top Deals

Activity Table of Asia-Pacific (ex. Japan) M&A for Year End 2011						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (US\$m)
17-Aug-11	SABMiller Plc	FTI Consulting	Foster's Group Limited	Bespoke Approach; Butcher & Co; Stockwell Communications		12,925
29-Aug-11	Temasek Holdings Pte Ltd; Government of Singapore Investment Corporation Pte Ltd.; and CITIC Securities Co Ltd		China Construction Bank Corporation (5.44% Stake)	<i>Advising seller:</i> Brunswick Group	Bank of America Corporation	8,288
21-Feb-11	BP Plc	Brunswick Group	Reliance Industries Limited (23 oil and gas production sharing contracts) (30% Stake)		Reliance Industries Limited	7,200
14-Nov-11	Temasek Holdings Pte Ltd; and China Investment Corporation		China Construction Bank Corporation (4.14% Stake)		Bank of America Corporation	6,600
15-Feb-11	Shinsegae Co Ltd (Shareholders)		E-Mart		Shinsegae Co Ltd	6,222
25-Feb-11	PTT Chemical Public Company Limited		PTT Aromatics and Refining Public Company Ltd			5,704
01-Jul-11	Vodafone Group Plc		Vodafone Essar Limited (33% Stake)		Essar Group	5,460
08-Mar-11	Hyundai Motor Corporation; Kia Motors Corporation; and Hyundai Mobis Ltd		Hyundai Engineering & Construction Co (34.88% Stake)		Hyundai Securities; Hana Bank; Korea Exchange Bank ; Kookmin Bank; Citibank Korea Inc; Woori Bank; National Agricultural Cooperative Federation; Shinhan Bank; and Korea Finance Corporation	4,443
06-Apr-11	SAIC Motor Corporation Limited		SAIC Group (independent auto components assets); SAIC Group (auto service and trading business); and SAIC Group (new energy auto business)		Shanghai Automotive Industry Corporation (Group)	4,365
21-Feb-11	West Australian Newspapers Holdings Limited	Cosway Australia	Seven Media Group	<i>Advising seller:</i> FTI Consulting	Kohlberg Kravis Roberts & Co; and Seven Group Holdings Limited	4,123

# Criteria

The global Year End 2011 house league tables are based on announced transactions over US\$ 5m in the period from 1 January 2011 until 31 December 2011. 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. League tables are based on the dominant geography of the target, bidder or seller.

The top deals tables are based on announced transactions between 1 January 2011 and 31 December 2011 and are based on dominant geography of the target only.

Unless stated otherwise, all data excludes lapsed and withdrawn bids.

All data correct as of 18 January 2012.

Criteria: [http://www.mergermarket.com/pdf/deal\\_criteria.pdf](http://www.mergermarket.com/pdf/deal_criteria.pdf)

## Contact:

Europe: Flora Wilke  
flora.wilke@mergermarket.com  
Tel: +44 207 059 6348

Americas: Dara Silverstein  
dara.silverstein@mergermarket.com  
Tel: +1 646 378 3118

Asia-Pacific: Michel Chau  
michel.chau@mergermarket.com  
Tel: +852 2158 9706

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# www.mergermarket.com

80 Strand  
London, WC2R 0RL  
United Kingdom

t: +44 (0)20 7069 6100  
f: +44 (0)20 7069 6101  
sales@mergermarket.com

11 West 19th Street  
2nd Floor  
New York  
NY 10011, USA

t: +1 212-686-5806  
f: +1 212-686 2664  
sales.us@mergermarket.com

Suite 2401-3  
Grand Millennium Plaza  
181 Queen's Road, Central  
Hong Kong

t: +852 2158 9700  
f: +852 2158 9701  
sales.asia@mergermarket.com