

Mergermarket M&A Trend Report: 2013

Published January 2014

Including League Tables of
PR Advisors



Europe: PR advisor league tables

League table of PR advisors to M&A by value: Germany

Ranking		Company Name	2013		2012	
2012	2013		Value (US\$m)	Deal Count	Value (US\$m)	% Val. Change
1	1	Hering Schuppener Consulting (AMO)	53,851	28	54,308	-0.8%
4	2	FTI Consulting	21,651	22	9,587	125.8%
2	3	CNC AG (Publicis/MSLGROUP)	19,979	9	23,595	-15.3%
11	4	Maitland (AMO)	14,944	5	2,623	469.7%
22	5	Hill+Knowlton Strategies	13,985	6	947	1376.8%
-	6	Tavistock Communications Limited	13,705	2	-	-
-	7	StockWell Communications LLP	11,307	1	-	-
47	8	Powerscourt	11,296	1	43	26,170%
7	9	Brunswick Group	6,768	14	5,831	16.1%
10	10	Abernathy MacGregor Group (AMO)	4,965	4	2,652	87.2%
12	11	Greenbrook Communications Ltd	4,942	2	2,517	96.3%
-	12	Pelham Bell Pottinger Limited	3,573	1	-	-
28	13	CCounselors	3,356	3	497	575.3%
55	14	ICR (Integrated Corporate Relations)	2,468	2	7	35,157%
29	15	RLM Finsbury	1,845	5	496	272%

Criteria

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](#)

M&A trends and top deals: correct as of 16:00 (GMT), 15-Jan-2014

Based on the dominant geography or dominant sector of the target according to Mergermarket's deals database. The trend graphs are based on transactions announced in the given time periods. Top deals exclude lapsed and withdrawn bids

PR advisor league tables: correct as of 16:00 (GMT), 15-Jan-2014

Based on the dominant geography of any of the target, bidder or seller according to Mergermarket's deal database. Dates are between 1-Jan to 31-Dec for 2013 and 2012 comparison

Industry consolidations:

TMT: consolidated sectors of Technology, Media & Telecommunications

OTHER in Global, Europe, US & Asia-Pacific sections: consolidated sectors of Leisure, Defence, Agriculture, and Construction

OTHER in the Emerging Markets section: consolidated sectors of Leisure, Real Estate, and Transport

Cross-Border:

Inbound: deals where the dominant geography of the target is X and the dominant geography of the bidder is outside X

Outbound: deals where the dominant geography of the target is outside X and the dominant geography of the bidder is X

Small-cap: deals valued under US\$ 500m

Mid-market: deals valued between US\$ 501m - US\$ 2bn

Large-cap: deals valued between US\$ 201bn - US\$ 9.9bn

Mega-deal: deals above the value of US\$ 10bn

Dates:

Q4 2013 / Q4 2012: 01-Oct-13 to 31-Dec-13 / 01-Oct 12 to 31-Dec-12

2013 / 2012: 01-Jan-13 to 31-Dec-13 / 01-Jan-12 to 31-Dec-12

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In any market, the life blood of advisors is deal flow. mergermarket is unique in the provision of origination intelligence to the investment banking, legal, private equity, acquisition finance, public relations (PR) and corporate markets.

With an unrivalled network of analysts covering M&A in the Americas, Europe, Middle-East, Africa and Asia-Pacific, mergermarket generates proprietary intelligence and delivers it together with daily aggregated content, on its mergermarket.com platform and by real-time email alerts to subscribers.

This wealth of intelligence, together with a series of deal databases, individual and house league tables, profiles and editorial have proven time and time again that this product can and does generate real revenues for clients. This is apparent when you see that mergermarket is used by over 1600 of the world's foremost advisory firms to assist in their origination process.

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