

2011 Asia-Pacific Holding Company New Business Performance

	Creative (US\$m)	Media (US\$m)	Total (US\$m)	VS 2010
WPP	66.9	30.5	97.4	-31.1%
Omnicom	63.0	31.8	94.8	-8.8%
Publicis	56.3	31.3	87.6	25.5%
Havas	5.5	16.2	21.7	-0.8%
Aegis	0.0	20.5	20.5	3.7%
Interpublic	5.4	-6.6	-1.2	-103.1%

2011 Asia-Pacific Top 10 Creative Wins

Agency	Account	Market
Ogilvy	SC Johnson	Asia Pacific
Ogilvy	Philips	Asia Pacific
BBDO	SC Johnson	Asia Pacific
Saatchi and Saatchi	HTC	Asia Pacific
DDB	Telstra Brand and Consumer	Australia
DDB	Intel	Asia Pacific
BBDO	ExxonMobil	Asia Pacific
TBWA	ANZ	Asia Pacific
W+K	Levi's	Asia Pacific
Ogilvy	True	Thailand

2011 Asia-Pacific Top 10 Media Wins

Agency	Account	Market
Starcom	Coca-Cola	China
MindShare	Yum Brands	China
MediaCom	P&G	South Asia
OMD	Tourism Australia	Australia
OMD	Sony	Asia Pacific
Maxus	SC Johnson	Asia Pacific
MediaCom	P&G	Japan
Starcom	China Telecom	China
Starcom	Novartis	Asia Pacific
MPG	Imported Hyundai and KIA Motors	China