

Creative New Business League(Singapore) – Apr 2010

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|-----------------|-----------------|----------------------------|--|-------------------------------|-------------------------------------|-----------------------------|
| 1= | 8= | DDB | Ministry of Manpower, URA Marina Bay Series, ION Orchard, Health Promotion Board | 1.5 | | 1.5 |
| 1= | 1 | Leo Burnett | MINDEF, United Overseas Bank, FrieslandCampina | 1.5 | | 1.5 |
| 3 | 2= | Ogilvy | Goodyear, 7 Eleven, VP Bank, Eu Yan Sang | 0.6 | | 0.6 |
| 4 | 12= | Crush | The Entertainment Group, IDA - Wireless@SG, Aimer Lingerie, Group RCI | 0.4 | | 0.4 |
| 5= | 2= | Euro RSCG | Pharma Client | 0.3 | | 0.3 |
| 5= | 2= | BBDO | Guinness | 0.3 | | 0.3 |
| 5= | 2= | Bates | DHL Global Project, Asian Fashion Exchange | 0.3 | | 0.3 |
| 8= | 6= | Dentsu | Hitachi, The Ministry of Manpower in Singapore | 0.2 | | 0.2 |
| 8= | 6= | Grey Group | Workplace Safety and Health Council | 0.2 | | 0.2 |
| 10= | 8= | McCann WorldGroup | Motorola - Healthcare Vertical, Hawley & Hazel | 0.1 | | 0.1 |
| 10= | 8= | TBWA | Zespri Kiwi Fruit, Asia Square | 0.1 | | 0.1 |
| 10= | 8= | JWT | Cheung Kong | 0.1 | | 0.1 |
| 13= | 12= | Iris | The Executive Centre | 0.0 | | 0.0 |
| 13= | 12= | BBH | | 0.0 | | 0.0 |
| 13= | 12= | DraftFCB | | 0.0 | | 0.0 |
| 13= | 12= | M&C Saatchi | | 0.0 | | 0.0 |
| 13= | 12= | Publicis | | 0.0 | | 0.0 |
| 13= | 12= | Lowe | | 0.0 | | 0.0 |
| 19 | 19 | Y&R | | 0.0 | Workplace Safety and Health Council | (0.1) |
| 20 | 20 | Saatchi and Saatchi | The Media Development Authority of Singapore | 0.1 | United Overseas Bank | (1.0) |

Media New Business Scoreboard(Singapore) –Apr 2010

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US \$m) | Recent Losses | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|-------------------|--|--------------------------------|---------------|------------------------------|
| 1 | 5 | MEC | Singtel, Wrigley | 1.3 | | 1.3 |
| 2 | 2= | ZenithOptimedia | Kim Eng Securities, Esplanade, Aviva | 0.6 | | 0.6 |
| 3= | 6= | Starcom MediaVest | Marina Bay | 0.5 | | 0.5 |
| 3= | 6= | MediaCom | Carrefour, Centre of Enabled Living | 0.5 | | 0.5 |
| 5 | 1 | Carat | Bank of Singapore | 0.4 | | 0.4 |
| 6= | 4 | Mindshare | Performance Premium Selection Limited, Bayer | 0.3 | Aviva | 0.2 |
| 6= | 2 | OMD | IKEA, Carlsberg | 0.4 | Esplanade | 0.2 |
| 8= | 6= | MPG | | 0.0 | | 0.0 |
| 8= | 6= | PHD | | 0.0 | | 0.0 |
| 8= | 6= | Initiative | | 0.0 | | 0.0 |
| 8= | 6= | Vizeum | | 0.0 | | 0.0 |
| 12= | 12= | Maxus | Shangri-la Asia Pacific | 0.0 | Carlsberg | (0.1) |
| 12= | 12= | Universal McCann | AIA Asia Pacific | 0.0 | | (0.1) |

CREATIVE AGENCIES

Fastest mover this month is DDB, who secured several accounts including Ministry of Manpower and shared the top position with Leo Burnett. Ogilvy went to the third. Crush jumped to the fourth spot snapping several wins including The Entertainment Group and Aimer Lingerie.

MEDIA AGENCIES

MEC jumped to the top spot after successfully defending the Singtel business. ZenithOptimedia maintained the second position securing several wins including KES and Esplanade. Starcom and Mediacom shared the third place

METHODOLOGY

The R3 New Business League has been compiled each of the last 92 months using data supplied by 26 multinational agencies on a monthly basis to R3. In addition, this data supplied is balanced against Client Estimates, Nielsen ADEX, discounted to appropriate levels and then converted to a revenue estimate. R3 strives to be accurate in all reporting, but welcomes comments and questions. Please write to greg@rthree.com or visit www.rthree.com for more information or to download a soft copy. R3 is the leading independent consultancy focused on tracking of agency performance, and marketing ROI for clients across the region.

