

Creative New Business League(Malaysia) –December 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|--------------------------------|--|--|-------------------------------|--|
| 1 | 1 | DDB | Astro Malay Segment | 3.15 | Philips Asia Pacific | 2.25 |
| 2 | 2 | Ogilvy | Philips Asia Pacific, Kuwait Finance House, Extra | 1.48 | Yahoo! Southeast Asia | 1.34 |
| 3 | 3 | M&C Saatchi | Genting | 1.33 | ANZ Asia Pacific | 1.13 |
| 4 | 4 | BBDO | ExxonMobil Asia Pacific | 1.11 | | 1.11 |
| 5 | 5 | Saatchi and Saatchi | Invida Asia Pacific, F&N Dairies, Lenovo Asia Pacific | 0.72 | | 0.72 |
| 6 | 6 | Publicis | Merck OTC Brands | 0.44 | Boehringer | 0.43 |
| 7 | 7 | Lowe | Zespri International Limited, IMU Education, Papa John's | 0.33 | | 0.33 |
| 8= | 8 | Leo Burnett | Chartered Institute of Management Accountants, Petronas Dagangan | 0.13 | | 0.08 |
| 8= | 9= | Grey Group | Resorts World Genting, Maybank Campaigns, Danone Dumex | 0.28 | | 0.08 |
| 10 | 9= | Bates | Chevrolet | 0.05 | | 0.05 |
| 11 | 11 | Dentsu | Chelsea Football Club Southeast Asia | 0.04 | | 0.04 |
| 12 | 13 | Euro RSCG | Bosch Brand Asia Pacific | 0.18 | Dulux Asia Pacific | 0.03 |
| 13 | 12 | Y&R | RHB Bank Berhad, East Coast Economic Region, Hyundai Sime Darby motors, Dairy Farm Giant | 0.40 | Astro Malay Segment | 0.00 |
| 14 | 14 | JWT | | 0.00 | Rimmel London Asia Pacific | (0.05) |
| 15 | 15 | McCann WorldGroup | Mitsubishi Motors, KLCC | 0.04 | Lufthansa Asia Pacific | (0.42) |
| 16 | 16= | TBWA | Ricoh | 0.32 | Mars Asia Pacific | (0.60) |
| 17 | 16= | DraftFCB | | 0.00 | SC Johnson Asia Pacific | (0.75) |

Media New Business League(Malaysia) –December 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US \$m) | Recent Losses | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|--------------------------|---|--------------------------------|-------------------------------------|------------------------------|
| 1 | 1 | ZenithOptimedia | Disney Studios Club Penguin, City Chain | 1.81 | Marriott International Asia Pacific | 1.71 |
| 2 | 2 | Universal McCann | ExxonMobil Asia Pacific | 1.72 | SC Johnson Asia Pacific | 1.02 |
| 3 | 3 | Vizeum | Panasonic | 0.83 | | 0.83 |
| 4 | 4 | MediaCom | Revlon Asia Pacific | 1.44 | Carrefour | 0.77 |
| 5 | 5 | OMD | Sony Asia Pacific, Estee Lauder, Siemens Medical Instruments, Levi's Asia Pacific | 1.08 | Panasonic Asia Pacific | 0.73 |
| 6 | 6 | Maxus | L'Oreal, SC Johnson Asia Pacific | 0.63 | | 0.63 |
| 7 | 7 | PHD | Sony Ericsson Asia Pacific | 0.47 | | 0.47 |
| 8 | 8 | MPG | Iskandar Region Development Authority | 0.33 | | 0.33 |
| 9 | 9 | Carat | Philips Asia Pacific | 1.18 | | (0.02) |
| 10 | 10 | Initiative | Clorox | 0.05 | Revlon Asia Pacific | (0.05) |
| 11 | 11 | Starcom MediaVest | Novartis Asia Pacific, Mars and Wrigley SEA, Yahoo Asia Pacific | 0.95 | P&G SEA | (0.10) |
| 12 | 13 | Mindshare | | 0.00 | AirAsia | (0.40) |
| 13 | 12 | MEC | Aino Living | 0.45 | Novartis Asia Pacific | (0.58) |

CREATIVE AGENCIES

DDB continued its win this month with overall revenue of USD2.25M, followed by Ogilvy. M&C Saatchi and BBDO made up the rest of the top four.

MEDIA AGENCIES

ZenithOptimedia topped the month with a new win from Disney Studios Club Penguin, followed by Universal McCann. Vizeum and MediaCom made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 112 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.

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