

Creative New Business League(Indonesia) –Feb 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|--------------------------------|--|--|--------------------------|--|
| 1 | 1 | Leo Burnett | Honda Accord | 0.51 | | 0.51 |
| 2 | 8= | Grey Group | BCA E-banking Services | 0.50 | | 0.50 |
| 3 | 2 | Saatchi and Saatchi | Lenovo Asia Pacific, Emirates Airlines, Bentoel Group | 0.35 | | 0.35 |
| 4 | 3 | Ogilvy | Close Up, Pediasure | 0.41 | Yahoo! Southeast Asia | 0.27 |
| 5 | 5 | Euro RSCG | Smartfren PT Sinar Mas | 0.21 | | 0.21 |
| 6= | 4 | Lowe | Pizza Hut | 0.20 | | 0.20 |
| 6= | 8= | BBDO | | 0.20 | | 0.20 |
| 8 | 6 | Publicis | LG Digital Asia Pacific | 0.05 | | 0.05 |
| 9 | 8= | Y&R | Yahoo! Southeast Asia | 0.04 | | 0.04 |
| 10 | 7 | TBWA | | 0.03 | | 0.03 |
| 11= | 8= | JWT | | 0.00 | | 0.00 |
| 11= | 8= | Bates | | 0.00 | | 0.00 |
| 11= | 8= | Dentsu | | 0.00 | | 0.00 |
| 11= | 8= | DraftFCB | | 0.00 | | 0.00 |
| 11= | 8= | M&C Saatchi | | 0.00 | | 0.00 |
| 16 | 8= | McCann WorldGroup | City Chain Asia Pacific, GE Healthcare | 0.03 | Pizza Hut | (0.07) |
| 17 | 8= | DDB | | 0.00 | | (1.25) |

Media New Business League(Indonesia) –Feb 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US \$m) | Recent Losses | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|-------------------|---|--------------------------------|---------------|------------------------------|
| 1 | 1 | OMD | Levi's Asia Pacific | 0.43 | | 0.43 |
| 2 | 2= | Carat | Kalbe Pharma Hydro&Woods, TokoBagus.com | 0.23 | | 0.23 |
| 3 | 2= | ZenithOpti media | American Standard, Vittel | 0.10 | | 0.10 |
| 4 | 2= | PHD | Hotels.com Asia Pacific | 0.02 | | 0.02 |
| 5 | 2= | MEC | Starwood Hotels Asia Pacific | 0.01 | | 0.01 |
| 6= | 2= | MPG | | 0.00 | | 0.00 |
| 6= | 2= | Maxus | | 0.00 | | 0.00 |
| 6= | 2= | Mindshare | | 0.00 | | 0.00 |
| 6= | 2= | Starcom MediaVest | | 0.00 | | 0.00 |
| 6= | 2= | Universal McCann | | 0.00 | | 0.00 |
| 6= | 2= | MediaCom | | 0.00 | | 0.00 |
| 6= | 2= | Vizeum | | 0.00 | | 0.00 |
| 6= | 2= | Initiative | | 0.00 | | 0.00 |

CREATIVE AGENCIES

Leo Burnett maintained the top spot on the back of previous wins. Grey was a close second, securing BCA E-banking Services. Saatchi&Saatchi and Ogilvy made up the rest of the top four.

MEDIA AGENCIES

OMD maintained first position, followed by Carat securing Kalbe Pharma new business. ZenithOptimedia and PHD made up the rest of the top four.

METHODOLOGY

The R3 New Business League has been compiled each of the last 102 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.

