

Creative New Business League(Indonesia) – Mar 2010

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|--------------------------------|---|--|----------------------|--|
| 1 | 8= | BBDO | Telkom | 1.0 | | 1.0 |
| 2 | 8= | Grey Group | Telkom | 0.8 | | 0.8 |
| 3 | 1 | Dentsu | Soy Joy, Hitachi | 0.6 | | 0.6 |
| 4 | 8= | Y&R | Prenagen, Sequislife | 0.4 | | 0.4 |
| 5 | 2 | Bates | Abbott | 0.3 | | 0.3 |
| 6= | 3= | Lowe | Fanta Activation, Sprite Activation, Philip Morris | 0.2 | | 0.2 |
| 6= | 3= | Leo Burnett | FrieslandCampina | 0.2 | | 0.2 |
| 6= | 8= | JWT | Osotspa | 0.2 | | 0.2 |
| 6= | 5= | Ogilvy | Western Union, Tupperware, Pizza Hut, Prudential | 0.2 | | 0.2 |
| 10 | 5= | McCann WorldGroup | Indoeskrim, Orchid Butter | 0.1 | | 0.1 |
| 11= | 8= | Saatchi and Saatchi | | 0.0 | | 0.0 |
| 11= | 8= | Publicis | | 0.0 | | 0.0 |
| 11= | 8= | DraftFCB | | 0.0 | | 0.0 |
| 11= | 8= | M&C Saatchi | | 0.0 | | 0.0 |
| 11= | 8= | TBWA | | 0.0 | | 0.0 |
| 16 | 5= | DDB | LotteMart | 0.1 | Prenagen | (0.3) |
| 17 | 8= | Euro RSCG | | 0.0 | Telkom | (1.0) |

Media New Business Scoreboard(Indonesia) –Mar 2010

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US \$m) | Recent Losses | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|-------------------|------------------------------|--------------------------------|-------------------------|------------------------------|
| 1 | 1 | MEC | Telkomsel (Outdoor), Wrigley | 1.3 | | 1.3 |
| 2 | 2= | Mindshare | Bayer | 0.3 | | 0.3 |
| 3 | 3= | Maxus | Shangri-la Asia Pacific | 0.1 | | 0.1 |
| 4= | 3= | Universal McCann | | 0.0 | | 0.0 |
| 4= | 3= | MPG | | 0.0 | | 0.0 |
| 4= | 3= | Carat | | 0.0 | | 0.0 |
| 4= | 3= | ZenithOptimedia | | 0.0 | | 0.0 |
| 4= | 3= | PHD | | 0.0 | | 0.0 |
| 4= | 3= | Vizeum | | 0.0 | | 0.0 |
| 4= | 3= | Starcom MediaVest | | 0.0 | | 0.0 |
| 4= | 3= | MediaCom | | 0.0 | | 0.0 |
| 4= | 3= | Initiative | | 0.0 | | 0.0 |
| 3= | 2= | OMD | | 0.0 | Shangri-la Asia Pacific | (0.1) |

CREATIVE AGENCIES

BBDO and Grey went to the top two positions, each securing some parts of Telkom. Dentsu moved to the third place and Y&R jumped to the fourth place after snapping Prenagen and Sequislife.

MEDIA AGENCIES

A quiet month for Indonesia, only Maxus snapped Shangri-la regional business.

METHODOLOGY

The R3 New Business League has been compiled each of the last 91 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.

