

Creative New Business League(Korea) – May 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|--------------------------------|--|--|----------------------|--|
| 1 | 1 | JWT | KT&G | 1.20 | | 1.20 |
| 2 | 2 | Leo Burnett | OB Beer Imported Brands | 0.87 | | 0.87 |
| 3 | 3 | TBWA | WeMakePrice, Shinhan Investment, Bel Cheese | 1.70 | | 0.70 |
| 4 | 4 | BBDO | Blackberry Asia Pacific, Baskin Robbins | 0.40 | | 0.40 |
| 5 | 5 | DDB | Henkel Syoss, Lego | 0.15 | | 0.15 |
| 6 | 6 | Publicis | LG Digital Asia Pacific | 0.12 | | 0.12 |
| 7 | 7 | Saatchi and Saatchi | Lenovo Asia Pacific | 0.10 | | 0.10 |
| 8 | 8 | Euro RSCG | Bosch Brand | 0.06 | | 0.06 |
| 9= | 9= | Grey Group | | 0.00 | | 0.00 |
| 9= | 9= | McCann WorldGroup | | 0.00 | | 0.00 |
| 9= | 9= | DraftFCB | | 0.00 | | 0.00 |
| 9= | 9= | Bates | | 0.00 | | 0.00 |
| 9= | 9= | Lowe | | 0.00 | | 0.00 |
| 14 | 14 | Ogilvy | | 0.00 | Lenovo Asia Pacific | -0.10 |

Media New Business League(Korea) –May 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US \$m) | Recent Losses | Overall YTD Revenue (US \$m) |
|-----------------|-----------------|-------------------|--|--------------------------------|---------------|------------------------------|
| 1 | 1 | Carat | Samsung Digital, P&G Brands, Quritel Digital | 0.32 | | 0.32 |
| 2 | 2 | Universal McCann | Merz, ID Hospital | 0.51 | Bel Cheese | 0.21 |
| 3 | 3 | Starcom MediaVest | Tourism NewZealand | 0.16 | | 0.16 |
| 4 | 4 | OMD | Levi's Asia Pacific | 0.15 | | 0.15 |
| 5 | 5 | MPG | Bosch Asia Pacific, Escada Asia Pacific | 0.07 | | 0.07 |
| 6= | 6= | ZenithOpti media | | 0.00 | | 0.00 |
| 6= | 6= | PHD | | 0.00 | | 0.00 |
| 6= | 6= | Initiative | | 0.00 | | 0.00 |
| 6= | 6= | MediaCom | | 0.00 | | 0.00 |

CREATIVE AGENCIES

It was a quiet month for multinational creative league, no new business changed.

MEDIA AGENCIES

It was a quiet month for multinational media league, no new business changed.

METHODOLOGY

The R3 New Business League has been compiled each of the last 105 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.

