

Creative New Business League(Philippines) –May 2011

| RANK THIS MONTH | RANK LAST MONTH | AGENCY | Recent Wins | Estimated YTD Revenue (US\$m) | Recent Losses | Overall YTD Revenue (US\$m) |
|--------------------------------|--------------------------------|--------------------------------|---|--|--------------------------|--|
| 1 | 2 | DDB | Intel Asia Pacific, Asia Brewery Tanduy Ice, Pascual Laboratories Ascof Lagundi | 2.13 | | 2.08 |
| 2 | 1 | Lowe | Slurpee - 7 Eleven, Lucky Me Noodles, Active One | 2.00 | | 2.00 |
| 3 | 3 | Y&R | Metrobank (Consumer Loans), Kia Sportage | 0.62 | | 0.62 |
| 4 | 5 | Grey Group | Wyeth ProMama and Enercal, Metropolitan Bank & Trust Company | 0.50 | | 0.50 |
| 5 | 4 | McCann WorldGroup | Multiply, Benjamin Project, Nestle | 0.46 | | 0.46 |
| 6 | 9 | Euro RSCG | Bosch Brand Asia Pacific | 0.33 | | 0.33 |
| 7 | 6 | TBWA | OB Montessori - Culinary, Del Monte - Pinejuice&Kitchenomics, Colgate Plax | 0.28 | | 0.28 |
| 8 | 7= | JWT | | 0.23 | | 0.23 |
| 9 | 7= | BBDO | Blackberry Asia Pacific | 0.20 | | 0.20 |
| 10= | 10 | Publicis | Hoopla, LG Digital Asia Pacific | 0.07 | | 0.07 |
| 10= | 11 | Saatchi and Saatchi | Invida Asia Pacific, Lenovo Asia Pacific | 0.07 | | 0.07 |
| 12 | 12= | Dentsu | Chelsea Football Club Southeast Asia | 0.04 | | 0.04 |
| 13= | 12= | Leo Burnett | Airphil Express | 0.00 | | 0.00 |
| 13= | 12= | DraftFCB | | 0.00 | | 0.00 |
| 13= | 12= | M&C Saatchi | | 0.00 | | 0.00 |
| 13= | 12= | Bates | | 0.00 | | 0.00 |
| 17 | 17 | Ogilvy | Multiply | 0.05 | Yahoo! Southeast Asia | (0.09) |

Media New Business League(Philippines) – 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 | OMD | St. Luke's Medical Center, Media Pharma Salinase | 1.06 | | 1.06 |
| 2 | 2 | PHD | Welch's Grape Juice, Huawei, Cordia | 0.66 | | 0.66 |
| 3 | 3 | MediaCom | Fly Ace, 7-Eleven, Thai Embassy | 0.29 | | 0.29 |
| 4 | 5 | ZenithOptimedia | Megaworld, American Standard | 0.28 | | 0.15 |
| 5= | 6 | Maxus | Nikon, ANA Airlines, Dragon Edge | 0.12 | | 0.12 |
| 5= | 4 | MPG | Bosch Brand Asia Pacific, Escada Asia Pacific | 0.18 | | 0.12 |
| 7 | 7 | Carat | Café France | 0.11 | | 0.11 |
| 8 | 8 | MEC | Suzuki Motors, Fresh Bathroom Tissue, Wyeth Nutritionals | 0.08 | | 0.08 |
| 9 | 9 | Starcom MediaVest | Yahoo Asia Pacific | 0.05 | | 0.05 |
| 10= | 10= | Mindshare | | 0.00 | | 0.00 |
| 10= | 10= | Vizeum | | 0.00 | | 0.00 |
| 10= | 10= | Initiative | | 0.00 | | 0.00 |
| 10= | 10= | Universal McCann | | 0.00 | | 0.00 |

CREATIVE AGENCIES

DDB moved up to top spot on the back of strong Intel Asia Pacific win and others, followed by Lowe. Y&R and Grey made up the rest of the top four.

MEDIA AGENCIES

OMD stayed on top spot, securing St. Luke's Medical Center and Media Pharma Salinase, followed by PHD. MediaCom and ZenithOptimedia made up the rest of the top four.

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.