



we close deals
worldwide



NORTH AMERICA

SOUTH AMERICA

EUROPE

AFRICA

ASIA

AUSTRALIA

MAI's Media Industry Group

Reed Phillips – January 2016

Active Across the Media Landscape



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Digital Media

Digital Content, eCommerce,
Lead Generation, Mobile,
Social Media, Video

Information Media

Business Intelligence,
Credit & Risk Management,
Financial Markets,
Legal, Tax and Regulatory,
Marketing Information

Representative Clients and Acquirers

Advertising & Marketing Services

Ad-Tech, Consumer Promotions,
Database Marketing, Digital
Agencies, Market Research,
Marketing Services, Traditional
Ad Agencies, Out-of-home,
Public Relations

Education & Training

Ed Tech, Higher Ed, K-12,
Publishing, Professional
Training, Online Education,
Supplemental Education,
Special Needs

Print Media & Events

Books, Events, Magazines,
Newspapers, Yellow Pages,
Directories, Newsletters

Entertainment



































Film, Gaming, Music, Radio,
TV, Cable, Studios



Media Industry Closed Deals in 2015



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 has acquired  ADVISOR TO SELLER Business Support Services/Media/Technology United States December 2015 	Webedia Has acquired 100% of Edit Place ADVISOR TO SELLER US\$15m Media France November 2015 	Sagacity Media has acquired  ADVISOR TO SELLER Media United States November 2015 	 has acquired TV Guide Magazine and its digital platform, TV Insider  ADVISOR TO SELLER Media United States October 2015 	Trinity Mirror plc has acquired  ADVISOR TO SELLER US\$350m Media United Kingdom October 2015 
2477808 Ontario Inc. has acquired  ADVISOR TO SELLER Media/Technology Canada September 2015 	Private individuals have acquired  ADVISOR TO SELLER Media/Other Industries Austria July 2015 	 has acquired  ADVISOR TO SELLER Media United States June 2015 	The management team has acquired  ADVISOR TO SELLER Media Netherlands June 2015 	 has acquired  ADVISOR TO SELLER Media/Technology United Kingdom May 2015 
 has acquired  ADVISOR TO SELLER Media United States March 2015 	 has acquired  ADVISOR TO SELLER Media Netherlands May 2015 	 has acquired  ADVISOR TO SELLER Media/Technology United Kingdom February 2015 	Undisclosed buyer has acquired  ADVISOR TO SELLER Media United States January 2015 	

Media Industry Closed Cross-Border Deals in 2015



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 VILLAGE ROADSHOW LIMITED Has Acquired Opia limited ADVISOR TO SELLER US\$35m Media Australia/United Kingdom December 2015 	 Verisk Analytics has Acquired  ADVISOR TO SELLER Media United States/Germany/United Kingdom November 2015 	 HAVAS HEALTH has acquired  ADVISOR TO SELLER Healthcare/Media France/United States November 2015 	 The Oliver Group has acquired  ADVISOR TO SELLER Media United Kingdom/United States September 2015 	 MOSS has acquired  marx+moschner TEXTILE BILDWELTEN ADVISOR TO BUYER Business Support Services/Media United States/Germany August 2015 
 Ipsos has acquired  RDA GROUP ADVISOR TO SELLER Media France/United States July 2015 	 dentsu AEGIS network has acquired a 51% stake in Belgiovane Williams Mackay ADVISOR TO SELLER Media Japan/Australia February 2015 	 tripadvisor has acquired  ADVISOR TO SELLER Media United States/Netherlands January 2015 	 ERHVERVSINVEST has acquired  Logopaint ADVISOR TO SELLER Media Denmark/United Kingdom January 2015 	 shutterstock has acquired  ADVISOR TO SELLER US\$33m Media/Technology United States/United Kingdom January 2015 



Reed Phillips
Head of MAI's Media Group

“ The media industry is being aggressively transformed by the digital revolution, creating abundant M&A opportunities. Media has become increasingly global and as a result, we are seeing the number of cross-border transactions grow dramatically. Our Media Group has successfully closed hundreds of deals across all sectors of the industry, including digital media, advertising and marketing services, print media and events, education media and training, entertainment and broadcasting, and information services. Our professional M&A advisors all have the deep industry experience and local market knowledge necessary for completing cross-border M&A deals in today's complex, global media environment. ”



John Kaiser
Head of Advertising &
Marketing Services



Jeffrey Dearth
Head of Digital Media



Robin Warner
Head of Education & Training

Representative International Team Members



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Howard Johnson
Information Media
Canada, Toronto



Linda Sullivan
Media Group
United Kingdom, London



Hans Bethge
Print Media & Events
Germany, Hamburg



Kelly Porter
Digital Media
United States, Palo Alto



Christian Leroy
Print Media & Events
Denmark, Copenhagen K



Brian Livingston
Advertising & Marketing Services
United Kingdom, London



John Zhang
Digital Media
China, Shanghai



Frederik van der Schoot
Digital Media
Education & Training
Netherlands, Amsterdam



Thibaut de Monclin
Advertising & Marketing Services
France, Paris



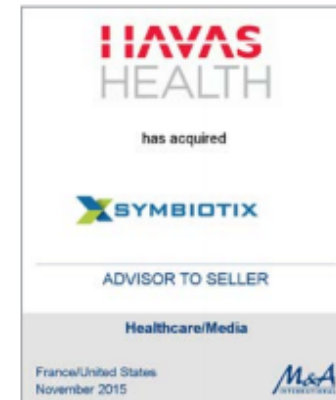
Charles Jaubert
Digital Media
Entertainment
Turkey, Istanbul



Medical Communications and Marketing Agency

Deal snapshot

- M&A International Inc.'s media specialist team in New York acted as the exclusive financial advisor to the shareholders of Symbiotix, Inc. in the sale of the company to Havas Health, Inc., a world leading healthcare marketing network and a subsidiary company of Havas.
- Symbiotix was founded in 1998 by its principals Tim and Jo Ann Rice. The company's headquarters are in Lexington, Kentucky, but around 40 percent of its staff is deployed in field offices near clients' locations in California, Illinois, Pennsylvania and the New York Tristate area. Symbiotix is a specialized medical communications and marketing agency that leverages science through distinctive programming aimed at healthcare professionals.
- Havas Health is making this very important strategic acquisition to further help them meet the growing demands of medical education across their US clients, especially in the regions in which Symbiotix has a strong field presence. The Havas Health network continues to be key to Havas group's worldwide success.



Client comments

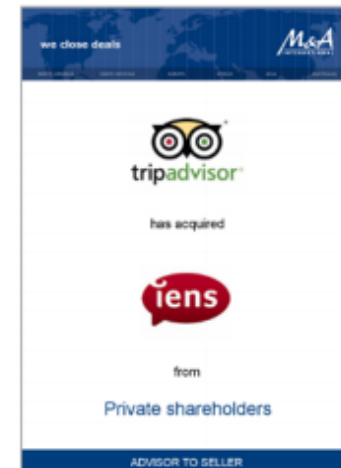
Tim Rice, CEO, Symbiotix, Inc., USA

"We are proud to be joining the Havas group. This is an enormous opportunity for the talented Symbiotix team and our clients. We are committed to driving the market forward in partnership with the entrepreneurial spirit of the Havas team and expanding our footprint at the intersection of science and strategy. We are especially excited about their commitment to a long-term professional partnership between our organizations, their desire to retain the spirit and energy of Symbiotix, and their support of the communities we serve."

Online Review and Booking Platforms

Deal snapshot

- M&A International Inc.'s teams in Amsterdam (the Netherlands) and New York (USA) acted as the exclusive financial advisors to the shareholders of IENS in the sale of the company to TripAdvisor.
- Founded in 1998, IENS is the largest online restaurant review guide in the Netherlands, with 20 million annual visitors and a network of over 20,000 restaurants, 1,550 of which are bookable through its sister brand Seatme.nl. The site features 200,000 restaurant reviews and receives 4,000 new reviews every week.
- TripAdvisor is the largest online travel community in the world, offering travel and entertainment-related reviews.
- Following the acquisition of France-based LaFourchette in May 2014, IENS is a strategic step for TripAdvisor to significantly accelerate its growth in the restaurant review and reservations space in Europe.



Client comments



Wout van der Wijk, CEO, IENS, the Netherlands

"IENS is now the largest online restaurant and reservations website in the Netherlands by far. As such, we feel a continued responsibility to lead the market towards an online future. We are excited to have become part of TripAdvisor.

Through running an international competitive process, M&A International Inc.'s teams have been instrumental to the success of this transaction."

Advertising & Marketing Services

Deal snapshot

- One of M&A International Inc.'s offices in London acted as the exclusive financial advisor to The Communications Agency on the sale of the company to Communis plc.
- The Communications Agency is a full service advertising and digital agency specializing in brand response and customer relationship marketing across all media channels including television, digital and experiential.
- The Communications Agency is a long-established award-winning agency whose major clients included high street retailers, financial institutions and major charities.
- Communis is a personalized customer communication services provider, principally delivering their services through print and direct mailing, so the transaction offers considerable scope for growth and revenue synergies with Communis' existing client portfolio.



Client comments



Robert Prevezer, Executive Chairman and founder of The Communications Agency, London, UK

"Media expert Linda Sullivan was excellent. Assisted by James Ellis, they totally understood our sector and were with us every step of the way, achieving a great result for the shareholders and a very good home for our business going forward. I highly recommend them."

Creative and Data Services

Deal snapshot

- M&A International Inc.'s media specialist team in New York acted as the exclusive investment banking advisor on the sale of CatapultWorks to R2integrated (r2i), a national full-service digital agency backed by ORIX Private Equity.
- CatapultWorks is an integrated demand marketing agency that specializes in combining creative campaigns and content with optimized data, media and teleservices to increase client revenue and drive customer engagement. Brands such as Chevron, Citrix, Pacific Gas and Electric, ServiceNow and UnitedHealthcare have worked with CatapultWorks to activate existing customers and inspire new relationships. The company has 85 employees who are located primarily at its headquarters in Campbell, California, the heart of Silicon Valley.
- r2i offers a comprehensive set of professional services and technology products, including social/digital marketing strategy and programs, social/consumer data analysis, content strategy and content distribution technology, and reporting and analytics — all geared toward customer acquisition. r2i clients include Microsoft, Under Armour, MasterCard, University of Michigan and Hershey's.



Client comments

Tom Beck, CEO, CatapultWorks, USA

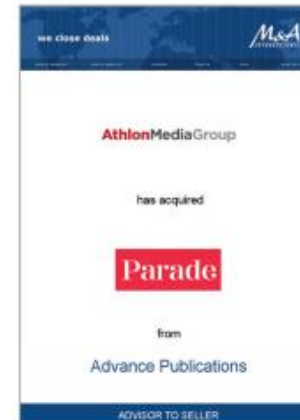
"Our core belief is that highly impactful and creative content combined with targeted data and integrated technologies leads to the most successful campaigns. It is this thinking that led us to believe that CatapultWorks would be a perfect fit with r2i."



Print and Events

Deal snapshot

- One of M&A International Inc.'s M&A teams in New York acted as the exclusive investment banking advisor to Advance Publications, Inc./Conde Nast on the sale of Parade Media Group, publisher of *Parade* and *Dash* magazines, to Athlon Media Group. Advance Publications, Inc./Conde Nast, one of the largest privately-owned media companies in the US, is owned by the Newhouse family.
- *Parade* is the most widely read magazine in the US with a weekly circulation of 32 million. It is distributed in more than 750 Sunday newspapers, including *The Atlanta Journal-Constitution*, *Boston Globe*, *Chicago Tribune*, *Los Angeles Times*, *New York Post*, *San Francisco Chronicle*, *Seattle Times* and *The Washington Post*.
- *Parade* and *Dash* carry advertising from more than 200 advertisers, including some of the largest brand names in the US, such as Walmart, AT&T, Dell, Pfizer, P&G, Johnson & Johnson, Merck, Bose, Sears, Kraft Foods, Kellogg's, Hershey's and PepsiCo.
- Headquartered in New York City, the Parade Media Group employs 97 full-time executives and has revenues of approximately US\$100 million.



Client comments



Jack Haire, CEO, Parade Media Group, United States

"We are confident that Athlon will provide a good home for *Parade* and *Dash*. They have a clear commitment to serve and strengthen their newspaper partners, while continuing to grow these vibrant brands in the digital arena."

Thank you