

press release

mergermarket League Tables of PR Advisers 2010
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mergermarket League Tables of PR Advisers Year End 2010



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Brunswick and FD continue to lead the global PR rankings at the year end 2010

Brunswick Group and FD were the leading PR advisers to global M&A, by value and deal count respectively, in 2010. Brunswick advised on deals worth a total of US\$ 227.8bn, keeping the firm at the top of the value table from 2009. FD advised on 223 deals (worth US\$ 191bn), again keeping their spot at the top of the deal count table from the previous year. FD have a strong 55 deal lead over second placed Brunswick, and have advised on 74 more deals than in 2009. The firm has also increased the total value of deals worked on by 168.7% from the previous year. Meanwhile Brunswick has taken a 15.8% drop in the total value of deals advised on from 2009.

In the US, Joele Frank Wilkinson jumped three places from 2009 to become the leading PR adviser to US M&A in 2010 for the first time on mergermarket record. The firm advised on US\$ 133.6bn worth of deals, 55.6% higher than the US\$ 85.9bn worth worked on in 2009. Meanwhile Kekst and Company was the most active PR firm in the country, topping the deal count table in 2010, with a five deal lead over second placed Abernathy MacGregor Group. Kekst worked on a total of 98 deals, including three out of the five largest deals in 2010.

In Europe, Brunswick and FD continued to dominate the league tables topping the value and deal count rankings respectively in Europe and the UK. Brunswick also took the lead in both tables in France. Finsbury Group came in third by value, and fourth by deal count, having advised International Power on its US\$ 22.3bn reverse-takeover bid for GDF Suez Energy International, in the biggest European deal of 2010.

The trend continued in Asia-Pacific with Brunswick and FD leading the rankings. Both firms considerably increased the total value of deals worked on from 2009. Kreab Gavin Anderson showed a strong performance in 2010, jumping from 11th place by volume in 2009 to become the third most active adviser in 2010, as well as taking fifth place by value up from ninth place in the previous year.

Global M&A totalled US\$ 2,124.9bn in 2010, up 24.8% from 2009. Deal count was also up by 23.5% at 11,933 announced deals.

US M&A in 2010 was up just 4% from 2009, with a total of US\$ 723.0bn worth of deals announced in the period. Meanwhile deal count was up 29.8% from the previous year, with a total of 3,499 deals recorded in 2010.

European M&A increased by 40.4% in 2010 compared to 2009 to reach US\$ 645.2bn. Total deal count saw a 26.2% jump in 2010 with a total of 4,649 deals compared to the 3,683 recorded in 2009.

Asia-Pacific announced US\$ 397.0bn worth of deals in 2010, up 38.4% from 2009 and the busiest year on record. Deal count was also up by 20.8%, with 2,187 deals announced in the region in 2010, up from 1,811 in 2009.

Global M&A Overview: League Tables of PR Advisers

League Table of PR Advisers to Global M&A: Value						
Ranking		Company Name	2010		2009 Value (\$m)	% Value Change
2009	2010		Value (\$m)	Deal Count		
1	1	Brunswick Group	227,841	168	270,563	55.6%
6	2	FD	190,963	223	71,072	-29.5%
5	3	Joele Frank Wilkinson Brimmer Katcher	133,897	90	85,865	-26.6%
3	4	Kekst and Company	106,273	102	141,387	-62.1%
2	5	Finsbury Group	102,554	105	156,852	4.0%
4	6	Sard Verbinnen & Co	93,943	69	129,237	18.4%
7	7	Abernathy MacGregor Group (AMO)	69,194	99	71,048	-44.1%
12	8	Hering Schuppener Consulting (AMO)	44,507	33	23,210	101.9%
8	9	Maitland (AMO)	44,040	56	31,557	319.4%
20	10	Kreab Gavin Anderson	29,463	36	7,496	147.0%
10	11	Citigate	26,186	110	25,468	22.2%
212	12	Twister Communications Group	23,261	11	74	561.7%
21	13	LLORENTE & CUENCA (AMO)	21,406	17	7,197	3437.2%
25	14	Capital MS&L	16,880	24	5,526	451.6%
72	15	Cannings Corporate Communications	16,826	10	859	-61.5%
36	16	Tulchan Communications	16,524	34	3,726	265.6%
19	17	Owen Blicksilver Public Relations	16,442	37	8,145	1435.8%
11	18	Barabino & Partners	16,303	47	24,634	-
47	19	Euro RSCG C&O (AMO)	15,497	7	2,704	-80.9%
30	20	CNC	14,452	11	4,144	220.2%

League Table of PR Advisers to Global M&A: Volume						
Ranking		Company Name	2010		2009 Deal Count	Deal Count Change
2009	2010		Value (\$m)	Deal Count		
1	1	FD	190,963	223	149	28
2	2	Brunswick Group	227,841	168	108	39
4	3	Citigate	26,186	110	80	37
3	4	Finsbury Group	102,554	105	92	16
5	5	Kekst and Company	106,273	102	73	4
7	6	Abernathy MacGregor Group (AMO)	69,194	99	63	21
8	7	Joele Frank Wilkinson Brimmer Katcher	133,897	90	52	20
6	8	Sard Verbinnen & Co	93,943	69	65	10
9	9	Maitland (AMO)	44,040	56	42	4
10	10	Barabino & Partners	16,303	47	39	14
13	11	Pelham Bell Pottinger	14,040	39	23	16
21	12	Owen Blicksilver Public Relations	16,442	37	17	12
22	13	Kreab Gavin Anderson	29,463	36	17	-3
24	14	Tulchan Communications	16,524	34	17	11
15	15	MHP Communications	8,977	34	20	10
14	16	Hering Schuppener Consulting (AMO)	44,507	33	22	-1
65	17	Publicis Consultants	8,457	28	5	7
34	18	Edelman	13,936	27	11	7
33	19	College Hill	9,060	27	12	5
12	20	M:Communications	12,607	25	28	6

Global M&A Overview: Top Deals



Activity Table of Global M&A for 2010						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (\$m)
08-Dec-10	United States Department of the Treasury		American International Group Inc (60.8% Stake)			48,001
13-Jan-10	America Movil SA de CV		Carso Global Telecom SAB de CV			28,055
10-Aug-10	International Power Plc	Finsbury Group	GDF Suez Energy International	<i>Advising seller:</i> Brunswick Group	GDF Suez SA	27,278
04-Jan-10	Novartis AG	FD	Alcon Inc (52% stake)	Brunswick Group	Nestle SA	25,750
22-Apr-10	CenturyLink	Joele Frank Wilkinson Brimmer Katcher	Qwest Communications International Inc			22,153
04-Oct-10	VimpelCom Ltd	FD	Weather Investments SpA	Twister Communications Group		21,993
04-Oct-10	Sanofi-Aventis SA	Abernathy MacGregor Group (AMO)	Genzyme Corporation	Kekst and Company		17,864
08-Mar-10	MetLife Inc	Sard Verbinnen & Co	American Life Insurance Company	<i>Advising seller:</i> Kekst and Company	American International Group Inc	15,544
03-Dec-10	Cassa depositi e Prestiti SpA		Eni SpA (16.38% Stake)		Italian Ministry for the Economy and Finance	14,362
06-Dec-10	Land of Baden-Wuerttemberg	Hering Schuppener Consulting (AMO)	EnBW Energie Baden-Wuerttemberg AG (54.99% Stake)	<i>Advising seller:</i> FD	Electricite de France SA	14,076

European M&A Overview: League Tables of PR Advisers

League Table of PR Advisers to European M&A: Value						
Ranking		Company Name	2010		2009	% Value Change
2009	2010		Value (\$m)	Deal Count	Value (\$m)	
2	1	Brunswick Group	195,296	129	145,005	34.7%
4	2	FD	140,000	160	54,727	155.8%
1	3	Finsbury Group	94,496	90	147,148	-35.8%
3	4	Kekst and Company	48,716	25	59,918	-18.7%
8	5	Hering Schuppener Consulting (AMO)	44,507	33	23,210	91.8%
5	6	Maitland (AMO)	44,040	56	31,557	39.6%
6	7	Abernathy MacGregor Group (AMO)	37,733	29	25,356	48.8%
120	8	Twister Communications Group	22,641	10	74	-9.1%
7	9	Citigate	22,118	93	24,324	196.5%
13	10	LLORENTE & CUENCA (AMO)	20,986	16	7,078	271.9%
19	11	Joele Frank Wilkinson Brimmer Katcher	18,681	12	5,023	382.3%
23	12	Tulchan Communications	16,524	34	3,426	-29.5%
9	13	Barabino & Partners	16,288	46	23,116	153.0%
16	14	Sard Verbinnen & Co	15,676	12	6,196	180.8%
27	15	Euro RSCG C&O (AMO)	15,292	6	2,704	247.5%
18	16	Capital MS&L	14,472	16	5,153	1676.2%
22	17	CNC	14,399	10	4,144	-
50	18	Cannings Corporate Communications	13,748	3	774	88.6%
178	19	Hinton & Associates	13,094	1	10	-55.2%
14	20	M:Communications	12,607	25	6,683	48.2%

League Table of PR Advisers to European M&A: Volume						
Ranking		Company Name	2010		2009	Deal Count Change
2009	2010		Value (\$m)	Deal Count	Deal Count	
1	1	FD	140,000	160	107	53
2	2	Brunswick Group	195,296	129	83	46
4	3	Citigate	22,118	93	72	21
3	4	Finsbury Group	94,496	90	77	13
5	5	Maitland (AMO)	44,040	56	42	14
6	6	Barabino & Partners	16,288	46	37	9
18	7	Tulchan Communications	16,524	34	16	18
9	8	Hering Schuppener Consulting (AMO)	44,507	33	22	11
11	9	Pelham Bell Pottinger	9,733	32	18	14
12	10	MHP Communications	7,121	31	18	13
8	11	Abernathy MacGregor Group (AMO)	37,733	29	23	6
44	12	Publicis Consultants	8,168	27	5	22
15	13	Kekst and Company	48,716	25	16	9
7	14	M:Communications	12,607	25	25	0
27	15	College Hill	8,464	24	11	13
17	16	Community Group	3,856	18	16	2
26	17	CityPress PR	563	17	11	6
22	18	LLORENTE & CUENCA (AMO)	20,986	16	13	3
20	19	Capital MS&L	14,472	16	15	1
32	20	Kreab Gavin Anderson	2,142	16	8	8

European M&A Overview: League Tables of PR Advisers

PR Advisers to UK M&A: Value						
Ranking		2010		2009		% Value Change
2009	2010	Company Name	Value (\$m)	Deal Count	Value (\$m)	
2	1	Brunswick Group	108,043	77	60,395	78.9%
1	2	Finsbury Group	69,018	60	96,509	-28.5%
3	3	FD	29,997	108	36,195	-17.1%
4	4	Maitland (AMO)	22,566	48	24,201	-6.8%
9	5	Tulchan Communications	14,942	32	3,397	339.9%
7	6	Citigate	12,155	65	10,740	13.2%
15	7	M:Communications	9,944	19	1,921	417.6%
94	8	Euro RSCG C&O (AMO)	9,537	2	18	-45.7%
5	9	Abernathy MacGregor Group (AMO)	9,029	14	16,627	4091.6%
46	10	Hudson Sandler	9,012	13	215	84.3%
8	11	Pelham Bell Pottinger	8,426	27	4,571	2712.4%
41	12	College Hill	8,381	22	298	1024.9%
24	13	Kekst and Company	8,077	9	718	3411.6%
45	14	Edelman	7,866	5	224	344.7%
16	15	MHP Communications	6,528	30	1,468	-

PR Advisers to UK M&A: Volume						
Ranking		2010		2009		Deal Count Change
2009	2010	Company Name	Value (\$m)	Deal Count	Deal Count	
1	1	FD	29,997	108	69	39
3	2	Brunswick Group	108,043	77	48	29
4	3	Citigate	12,155	65	48	17
2	4	Finsbury Group	69,018	60	49	11
5	5	Maitland (AMO)	22,566	48	33	15
8	6	Tulchan Communications	14,942	32	15	17
6	7	MHP Communications	6,528	30	18	12
9	8	Pelham Bell Pottinger	8,426	27	14	13
13	9	College Hill	8,381	22	10	12
10	10	M:Communications	9,944	19	12	7
11	11	CityPress PR	563	17	11	6
16	12	Merlin PR	3,021	15	7	8
12	13	Abernathy MacGregor Group (AMO)	9,029	14	10	4
19	14	Hudson Sandler	9,012	13	6	7
7	15	Buchanan Communications	492	12	16	-4

PR Advisers to French M&A: Value						
Ranking		2010		2009		% Value Change
2009	2010	Company Name	Value (\$m)	Deal Count	Value (\$m)	
3	1	Brunswick Group	35,039	29	5,139	581.8%
2	2	Finsbury Group	28,516	7	5,855	387.0%
10	3	FD	19,471	23	1,999	874.0%
5	4	Abernathy MacGregor Group (AMO)	18,315	2	4,306	325.3%
1	5	Kekst and Company	17,864	1	10,636	68.0%
-	6	Hering Schuppener Consulting (AMO)	14,076	1	-	-
-	7	Cannings Corporate Communications	13,094	1	-	-
-	8	Hinton & Associates	13,094	1	-	-
6	9	Joele Frank Wilkinson Brimmer Katcher	8,708	5	4,000	117.7%
11	10	M:Communications	6,771	5	1,800	276.2%
16	11	Publicis Consultants	6,720	22	829	710.6%
8	12	Euro RSCG C&O (AMO)	6,422	5	2,686	273.1%
14	13	Image Sept	4,981	9	1,335	80.4%
57	14	Maitland (AMO)	4,739	3	-	-
-	15	Temple Bar Advisory	4,108	1	-	-

PR Advisers to French M&A: Volume						
Ranking		2010		2009		Deal Count Change
2009	2010	Company Name	Value (\$m)	Deal Count	Deal Count	
3	1	Brunswick Group	35,039	29	10	19
1	2	FD	19,471	23	12	11
10	3	Publicis Consultants	6,720	22	4	18
4	4	Citigate	777	11	10	1
2	5	Image Sept	4,981	9	12	-4
5	6	Finsbury Group	28,516	7	5	2
28	7	Joele Frank Wilkinson Brimmer Katcher	8,708	5	1	4
6	8	M:Communications	6,771	5	5	0
11	9	Euro RSCG C&O (AMO)	6,422	5	3	2
12	10	DGM Conseil	2,011	5	3	1
9	11	Barabino & Partners	90	5	4	1
42	12	Tulchan Communications	2,948	4	1	3
-	13	Kreab Gavin Anderson	238	4	-	-
21	14	NewCap	192	4	2	2
57	15	Maitland (AMO)	4,739	3	1	2

European M&A Overview: League Tables of PR Advisers

PR Advisers to German M&A: Value						
Ranking		Company Name	2010		2009	
2009	2010		Value (\$m)	Deal Count	Value (\$m)	% Value Change
1	1	Hering Schuppener Consulting (AMO)	44,359	31	23,138	91.7%
4	2	FD	27,135	22	7,771	249.2%
2	3	Brunswick Group	16,746	12	13,469	24.3%
7	4	CNC	11,225	7	2,703	315.3%
-	5	Nightingale Communications	8,475	1	-	-
55	6	Kekst and Company	8,071	4	-	-
10	7	Joele Frank Wilkinson Brimmer Katcher	7,836	3	470	1567.2%
3	8	Finsbury Group	6,856	7	9,789	-30.0%
20	9	Sard Verbinen & Co	6,760	1	257	2530.4%
22	10	rw konzept	4,933	8	225	2092.4%
-	11	Capital MS&L	4,933	1	-	-
9	12	Tulchan Communications	3,748	1	650	476.6%
-	13	Ira Wuelfing Kommunikation	2,102	5	-	-
8	14	Abernathy MacGregor Group (AMO)	1,639	2	1,905	-14.0%
18	15	Community Group	1,639	1	268	511.6%

PR Advisers to German M&A: Volume						
Ranking		Company Name	2010		2009	
2009	2010		Value (\$m)	Deal Count	Deal Count	Deal Count Change
1	1	Hering Schuppener Consulting (AMO)	44,359	31	20	11
2	2	FD	27,135	22	15	7
3	3	Brunswick Group	16,746	12	8	4
9	4	rw konzept	4,933	8	4	4
4	5	CNC	11,225	7	8	-1
6	6	Finsbury Group	6,856	7	5	2
-	7	Ira Wuelfing Kommunikation	2,102	5	-	-
5	8	Citigate	719	5	6	-1
55	9	Kekst and Company	8,071	4	1	3
20	10	Joele Frank Wilkinson Brimmer Katcher	7,836	3	1	2
12	11	Barabino & Partners	727	3	3	0
19	12	Engel & Zimmermann	95	3	2	1
48	13	Cometis	83	3	1	2
46	14	Charles Barker Corporate Communications	64	3	1	2
10	15	Abernathy MacGregor Group (AMO)	1,639	2	3	-1

PR Advisers to Italian M&A: Value						
Ranking		Company Name	2010		2009	
2009	2010		Value (\$m)	Deal Count	Value (\$m)	% Value Change
15	1	Twister Communications Group	22,623	8	74	-
16	2	FD	22,469	3	64	-79.9%
2	3	Barabino & Partners	4,633	43	23,092	-87.7%
1	4	Finsbury Group	4,008	8	32,540	44.4%
9	5	Citigate	1,607	1	1,113	-76.8%
5	6	Community Group	1,092	15	4,704	-54.2%
6	7	Ad Hoc Communication	1,079	11	2,358	1541.0%
18	8	M:Communications	1,001	1	61	-
-	9	Maitland (AMO)	748	2	-	751.4%
-	10	Newsline	462	1	-	-
-	11	Lifonti & Company	381	1	-	-
3	12	Brunswick Group	213	2	14,561	-98.5%
-	13	The Headland Consultancy	190	2	-	-
-	14	CitySavvy PR	168	1	-	-
-	15	Publicis Consultants	136	3	-	-

PR Advisers to Italian M&A: Volume						
Ranking		Company Name	2010		2009	
2009	2010		Value (\$m)	Deal Count	Deal Count	Deal Count Change
1	1	Barabino & Partners	4,633	43	36	7
2	2	Community Group	1,092	15	15	0
3	3	Ad Hoc Communication	1,079	11	15	-4
7	4	Twister Communications Group	22,623	8	4	-4
4	5	Finsbury Group	4,008	8	12	3
5	6	Image Building	133	5	12	-7
19	7	FD	22,469	3	1	2
-	8	Publicis Consultants	136	3	-	-
6	9	PMS	64	3	4	-1
-	10	Maitland (AMO)	748	2	-	-
8	11	Brunswick Group	213	2	3	-1
-	12	The Headland Consultancy	190	2	-	-
9	13	Citigate	1,607	1	3	-2
21	14	M:Communications	1,001	1	1	0
-	15	Newsline	462	1	-	-

European M&A Overview: Top Deals

Activity Table of European M&A for 2010						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (\$m)
10-Aug-10	International Power Plc	Finsbury Group	GDF Suez Energy International	<i>Advising seller:</i> Brunswick Group	GDF Suez SA	27,278
04-Jan-10	Novartis AG	FD	Alcon Inc (52% stake)	Brunswick Group	Nestle SA	25,750
04-Oct-10	VimpelCom Ltd	FD	Weather Investments SpA	Twister Communications Group		21,993
03-Dec-10	Cassa depositi e Prestiti SpA		Eni SpA (16.38% Stake)		Italian Ministry for the Economy and Finance	14,362
06-Dec-10	Land of Baden-Wuerttemberg	Hering Schuppener Consulting (AMO)	EnBW Energie Baden-Wuerttemberg AG (54.99% Stake)	<i>Advising seller:</i> FD	Electricite de France SA	14,076
15-Dec-10	Novartis AG	FD	Alcon Inc (23% Stake)	Brunswick Group		12,900
21-Jul-10	Fiat SpA (Shareholders)		Fiat Industrial SpA		Fiat SpA	12,552
20-Dec-10	JSC Uralkali	Maitland (AMO)	JSC Silvinit			9,702
07-Sep-10	Cheung Kong Infrastructure Holdings Limited; Hongkong Electric Holdings Limited; Li Ka Shing (Overseas) Foundation; and Li Ka Shing Foundation Limited		Electricite de France SA (UK based distribution network)	<i>Advising seller:</i> Brunswick Group	EDF Energy plc	8,870
11-Nov-10	ACS Actividades de Construccion y Servicios SA	Hering Schuppener Consulting (AMO); Nightingale Communications	Hochtief AG			8,475

US M&A Overview: League Tables of PR Advisers

League Table of PR Advisers to US M&A: Value						
Ranking		Company Name	2010		2009 Value (\$m)	% Value Change
2009	2010		Value (\$m)	Deal Count		
4	1	Joele Frank Wilkinson Brimmer Katcher	133,632	88	85,865	55.6%
2	2	Kekst and Company	96,487	98	136,871	-29.5%
3	3	Sard Verbinnen & Co	93,506	67	127,362	-26.6%
1	4	Brunswick Group	82,994	65	218,952	-62.1%
5	5	Abernathy MacGregor Group (AMO)	68,382	93	65,730	4.0%
7	6	FD	40,164	78	33,927	18.4%
6	7	Finsbury Group	23,582	34	42,216	-44.1%
12	8	Owen Blicksilver Public Relations	16,442	37	8,145	101.9%
20	9	Kreab Gavin Anderson	13,822	8	3,296	319.4%
13	10	Edelman	11,362	20	4,600	147.0%
11	11	Citigate	10,744	25	8,794	22.2%
30	12	CNC	9,059	6	1,369	561.7%
80	13	Cubitt Jacobs & Prosek Communications	8,843	19	250	3437.2%
29	14	Weber Shandwick Worldwide	7,883	7	1,429	451.6%
10	15	Maitland (AMO)	7,848	13	20,368	-61.5%
28	16	Tulchan Communications	5,411	6	1,480	265.6%
66	17	Stanton Public Relations & Marketing	5,022	14	327	1435.8%
-	18	Ira Wuelfing Kommunikation	4,648	2	-	-
9	19	Sloane & Company	4,420	15	23,082	-80.9%
35	20	Pelham Bell Pottinger	3,859	7	1,205	220.2%

League Table of PR Advisers to US M&A: Volume						
Ranking		Company Name	2010		2009 Deal Count	Deal Count Change
2009	2010		Value (\$m)	Deal Count		
1	1	Kekst and Company	96,487	98	70	28
4	2	Abernathy MacGregor Group (AMO)	68,382	93	54	39
5	3	Joele Frank Wilkinson Brimmer Katcher	133,632	88	51	37
3	4	FD	40,164	78	62	16
2	5	Sard Verbinnen & Co	93,506	67	63	4
6	6	Brunswick Group	82,994	65	44	21
10	7	Owen Blicksilver Public Relations	16,442	37	17	20
7	8	Finsbury Group	23,582	34	24	10
8	9	Citigate	10,744	25	21	4
17	10	Edelman	11,362	20	6	14
48	11	Cubitt Jacobs & Prosek Communications	8,843	19	3	16
24	12	Integrated Corporate Relations	2,907	18	6	12
9	13	Sloane & Company	4,420	15	18	-3
47	14	Stanton Public Relations & Marketing	5,022	14	3	11
34	15	Lippert/Heilshorn & Associates	1,755	14	4	10
11	16	Maitland (AMO)	7,848	13	14	-1
30	17	Broadgate Consultants	3,757	11	4	7
35	18	MHP Communications	3,035	11	4	7
21	19	Chris Tofalli Public Relations	170	11	6	5
39	20	Hering Schuppener Consulting (AMO)	1,352	10	4	6

US M&A Overview: Top US Deals



Activity Table of US M&A for 2010						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (\$m)
08-Dec-10	United States Department of the Treasury		American International Group Inc (60.8% Stake)			48,001
22-Apr-10	CenturyLink	Joele Frank Wilkinson Brimmer Katcher	Qwest Communications International Inc			22,153
04-Oct-10	Sanofi-Aventis SA	Abernathy MacGregor Group (AMO)	Genzyme Corporation	Kekst and Company		17,864
08-Mar-10	MetLife Inc	Sard Verbinnen & Co	American Life Insurance Company	<i>Advising seller:</i> Kekst and Company	American International Group Inc	15,544
25-Feb-10	The Coca-Cola Company	FD	Coca-Cola Enterprises Inc (North American operations)	<i>Advising seller:</i> Kekst and Company	Coca-Cola Enterprises Inc	12,280
21-Feb-10	Schlumberger Limited	Internal	Smith International Inc	Internal		12,198
19-Jan-10	Williams Partners LP		The Williams Companies Inc (certain gas pipeline and domestic midstream businesses)	<i>Advising seller:</i> Joele Frank Wilkinson Brimmer Katcher	The Williams Companies Inc	11,750
07-Sep-10	Enterprise Products Partners LP		Enterprise GP Holdings LP			9,121
11-Feb-10	FirstEnergy Corp	Joele Frank Wilkinson Brimmer Katcher	Allegheny Energy Inc	Joele Frank Wilkinson Brimmer Katcher		8,960
15-Nov-10	Caterpillar Inc		Bucyrus International Inc	Sard Verbinnen & Co		8,609

Asia-Pacific M&A Overview: League Tables of PR Advisers

League Table of PR Advisers to Asia-Pacific (ex. Japan) M&A: Value						
Ranking		Company Name	2010		2009	% Value Change
2009	2010		Value (\$m)	Deal Count	Value (\$m)	
1	1	Brunswick Group	41,727	26	18,247	128.7%
2	2	FD	37,850	56	13,400	182.5%
6	3	Finsbury Group	21,043	17	7,506	180.3%
29	4	Cannings Corporate Communications	16,751	9	859	1850.1%
9	5	Kreab Gavin Anderson	16,053	19	4,576	250.8%
19	6	Hinton & Associates	14,309	4	1,845	675.6%
7	7	Cosway Australia	14,213	5	5,605	153.6%
67	8	Euro RSCG C&O (AMO)	9,075	2	125	213.7%
15	9	Citadel Communications	8,968	11	2,859	5058.9%
59	10	Ketchum	8,409	5	163	
96	11=	LLORENTE & CUENCA (AMO)	7,109	1	33	-
-	11=	Portaveu Comunicacion	7,109	1	-	-25.8%
4	13	Hill & Knowlton	6,826	4	9,195	1370.4%
43	14	Kekst and Company	5,764	6	392	-41.2%
3	15	Pelham Bell Pottinger	5,587	9	9,494	57.7%
13	16	Wonderful Sky Financial Group	4,661	19	2,956	-
131	17	Joele Frank Wilkinson Brimmer Katcher	4,385	3	-	
94	18	Hanmer Group	4,314	5	35	100.8%
18	19	Citigate	3,707	19	1,846	4651.4%
76	20	College Hill	3,421	3	72	4719.0%

League Table of PR Advisers to Asia-Pacific (ex. Japan) M&A: Volume						
Ranking		Company Name	2010		2009	Deal Count Change
2009	2010		Value (\$m)	Deal Count	Deal Count	
1	1	FD	37,850	56	33	23
2	2	Brunswick Group	41,727	26	20	6
11	3	Kreab Gavin Anderson	16,053	19	6	13
4	4	Wonderful Sky Financial Group	4,661	19	17	2
7	5	Citigate	3,707	19	13	6
6	6	Finsbury Group	21,043	17	13	4
3	7	Strategic Public Relations Group	1,397	15	18	-3
17	8	Citadel Communications	8,968	11	4	7
40	9	Edelman	2,856	10	2	8
13	10	Cannings Corporate Communications	16,751	9	5	4
36	11	Pelham Bell Pottinger	5,587	9	2	7
65	12	Weber Shandwick Worldwide	1,139	8	2	6
12	13	Kekst and Company	5,764	6	6	0
23	14	Maitland (AMO)	2,742	6	3	3
-	15	Publicis Consultants	1,928	6	-	-
78	16	Cato Counsel	1,751	6	1	5
67	17	Financial PR	1,457	6	2	4
16	18	Cosway Australia	14,213	5	4	1
30	19	Ketchum	8,409	5	3	2
34	20	Hanmer Group	4,314	5	3	2

Asia-Pacific M&A Overview: Top Deals

Activity Table of Asia-Pacific (ex. Japan) M&A for 2010						
Announced Date	Bidder Company	Bidder PR Adviser	Target Company	Target/Seller PR Adviser	Seller Company	Deal Value (\$m)
15-Nov-10	AMP Limited	Cannings Corporate Communications	AXA Asia Pacific Holdings Limited	Hinton & Associates	AXA SA	13,094
21-Dec-10	Jelas Ulung Sdn Bhd		PLUS Expressways Berhad			10,732
16-Aug-10	Vedanta Resources Plc	Finsbury Group	Cairn India Limited (60% Stake)	Brunswick Group		9,177
04-May-10	Newcrest Mining Limited	Kreab Gavin Anderson	Lihir Gold Limited	Cosway Australia		8,286
03-Nov-10	Westfield Group (securityholders)		Westfield Retail Trust (90.05% Stake)		Westfield Group	7,278
25-Oct-10	Singapore Exchange Limited		ASX Ltd	FD		7,246
10-Mar-10	China Mobile Limited		Shanghai Pudong Development Bank (20% stake)			5,781
15-Oct-10	Khazanah Nasional Berhad; and UEM Group Bhd		PLUS Expressways Berhad (35.34% Stake)			5,035
29-Nov-10	Henan Shuanghui Investment and Development Co Ltd		Shuanghui Group (meat processing and packaging assets)		Shuanghui Group; and Rotary Vortex Limited	4,836
01-Sep-10	Ping An Bank Co Ltd	Hill & Knowlton	Shenzhen Development Bank Co Ltd (31.97% Stake)			4,269

Criteria



The global 2010 house league tables are based on announced transactions over \$5m in the period from 1 January 2010 to 31 December 2010. Deals with undisclosed deal values are included where the target's turnover exceeds \$ 10m. Deals where the stake acquired is less than 30% will only be included if their value is greater than \$ 100m. Activities excluded from the league tables include property transactions and restructurings where the ultimate shareholders' interests are not changed. League tables are based on the dominant geography of the target, bidder or seller.

The top deals tables are based on announced transactions between 1 January 2010 and 31 December 2010 and are based on dominant geography of the target only.

Unless stated otherwise, all data excludes lapsed and withdrawn bids.

All data correct as of 18 January 2011.

Criteria: http://www.mergermarket.com/pdf/deal_criteria.pdf

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