

US Marketing Services

2025 H1 M&A

Discussion Materials

H1 M&A OVERVIEW: TOTAL US



APPENDIX



London

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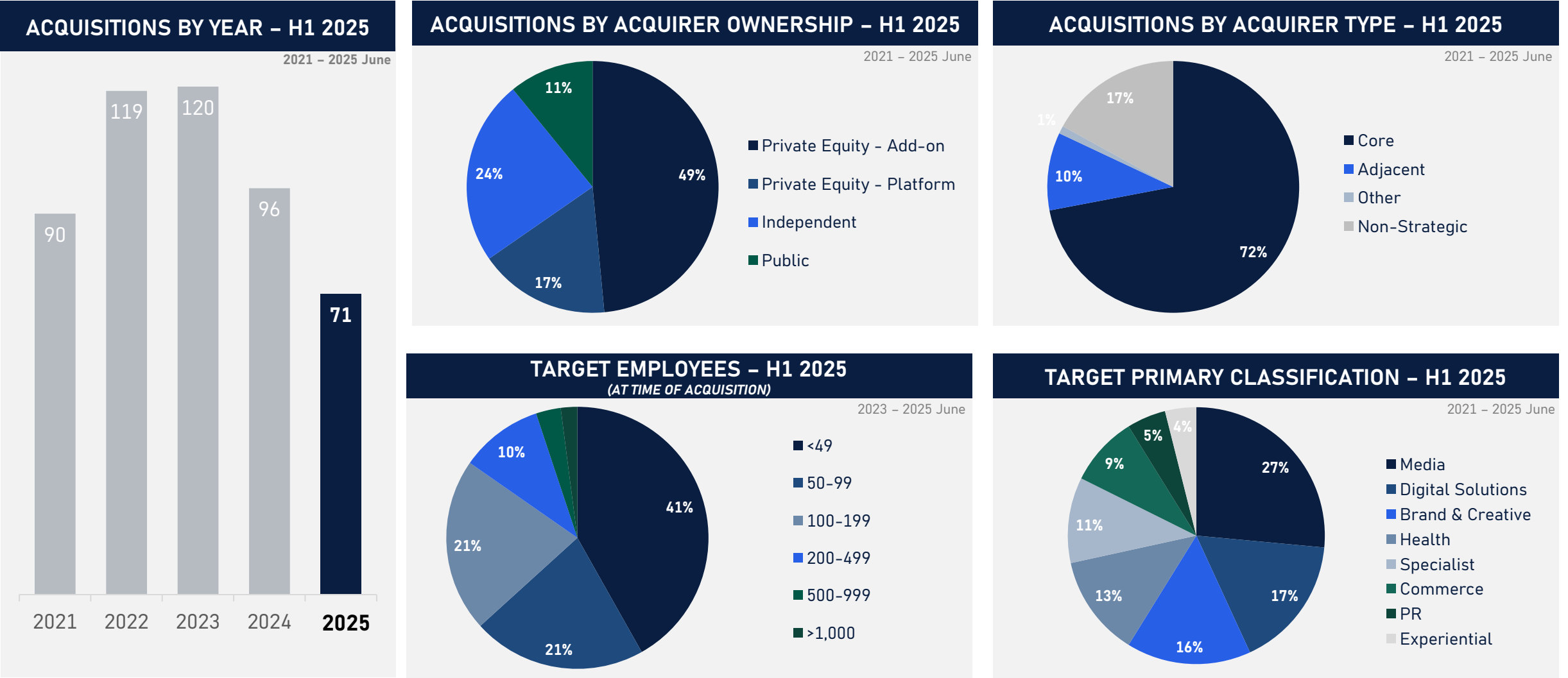
Analyst



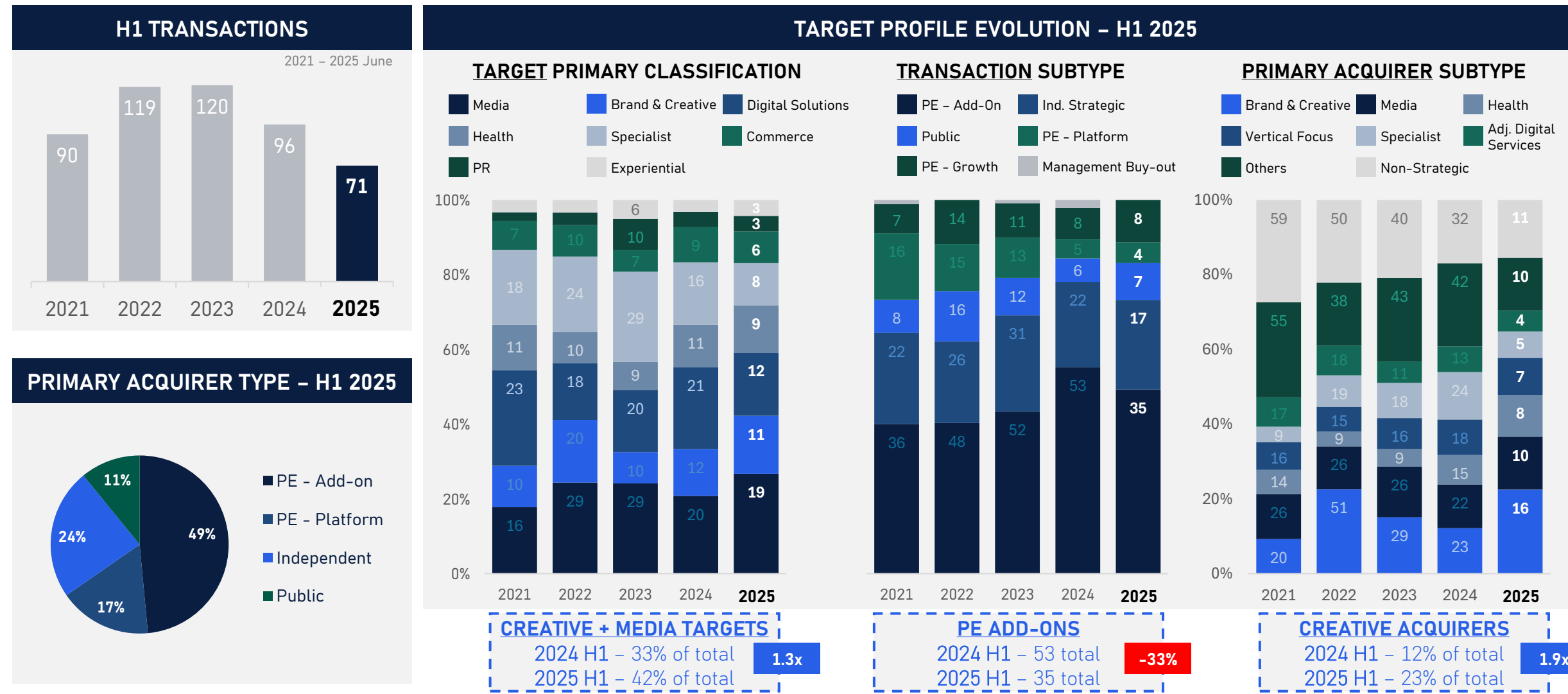
SECTION 01.

H1 M&A OVERVIEW: TOTAL US

H1 M&A ACROSS US MARKETING SERVICES DOWN 26% YOY



M&A DROP DRIVEN BY REDUCED PE ADD-ONS (-33% YOY)



APPENDIX

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MARKETING SERVICES SPECIALISTS

WHY WE ARE DIFFERENT

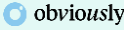
200+

Ongoing Relationships with Marketing Services Investors & Acquirers

20+

Years of Experience within the Marketing Services Sector

SELECTED RELEVANT TRANSACTIONS:

Signiant Received Growth Equity from Battery Ventures Media Technology Software JAN 2025 ↓ SIGNIANT Battery	Brilliant Received Investment from New Heritage Capital Corporate Gifting Platform JUL 2024 ↓ brilliant NEW HERITAGE CAPITAL	Her Campus Media was Recapitalized by SFM The #1 Gen-Z Media & Marketing Ecosystem JUN 2024 ↓  SOROS Soros Fund Management	Blokur Acquired by Music Reports Music Data and Licensing Platform JAN 2024 ↓  bløkur 	P97 Received Investment from Portage Ventures Mobile Commerce Software MAR 2023 ↓  P97 
Obviously Acquired by WPP; Joins VML Tech-Enabled Influencer Marketing Agency MAR 2023 ↓  obviously 	Velir Acquires Brooklyn Data Co. Data-driven Experience Agency Crafting Marketing Strategy MAR 2023 ↓  velir 	Ewave Acquired by Globant Digital Media B2B Infrastructure Software NOV 2022 ↓  EWAVE 	Pentalog Acquired by Globant Leading Digital Transformation Agency JUL 2022 ↓  Pentalog 	kyu Acquires SYLVAIN Strategy and Design Consultancy MAY 2022 ↓  SYLVAIN 
NTT Data Acquires Vectorform Proprietary Platform Creating Digital Products and Better CX MAR 2022 ↓  Vectorform 	Village Marketing Acquired by WPP Performance-Driven Influencer Marketing Agency FEB 2022 ↓  Village 	Waeg Acquired by IBM B2B Commerce MAY 2021 ↓  waeg 	Bow & Arrow Acquired by Accenture UK-based Digital Ventures Consultancy OCT 2019 ↓  Bow&Arrow 	W12 Studios Acquired by Tata Award-winning Cross-Platform Digital Design Agency NOV 2018 ↓  W12 Studios 

 PHARUS