



Global and Regional M&A Rankings 1H25

PR Advisors

Global and Regional M&A Rankings 1H25

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Global Rankings

PR advisor rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	FGS Global	359,101	233	-4.0%	374,102
2	3	Joele Frank Wilkinson Brimmer Katcher	235,215	113	-18.0%	286,817
3	2	Brunswick Group Partnership	211,994	77	-32.6%	314,654
4	9	Prosek Partners	124,730	181	117.6%	57,310
5	4	H/Advisors	71,990	111	-42.9%	126,166
6	5	ICR	70,980	56	-22.1%	91,136
7	7	Kekst CNC (Publicis)	53,841	76	-12.0%	61,193
8	6	FTI Consulting Group	48,470	66	-23.0%	62,945
9	10	Headland Consultancy	44,644	39	-20.0%	55,813
10	16	Edelman Public Relations Worldwide	44,189	51	74.3%	25,349
11	8	Teneo	43,905	39	-23.9%	57,662
12	11	Llorente & Cuenca Madrid	36,907	66	-10.3%	41,140
13	24	Sodali & Co	33,894	46	155.8%	13,251
14	19	Community (part of Excellera Advisory Group)	32,970	39	40.9%	23,393
15	12	Barabino & Partners (part of Excellera Advisory Group)	24,331	47	-39.0%	39,870
16	32	Gladstone Place Partners	23,278	3	167.0%	8,719
17	25	Image Sept	21,120	27	60.2%	13,187
18	20	Collected Strategies	20,632	13	-9.1%	22,705
19	30	Image Building Srl	20,471	18	116.9%	9,437
20	18	Taddeo	20,369	27	-17.0%	24,527

PR advisor rankings by deal count

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	FGS Global	359,101	233	6	227
2	2	Prosek Partners	124,730	181	20	161
3	5	Joele Frank Wilkinson Brimmer Katcher	235,215	113	-15	128
4	4	H/Advisors	71,990	111	-42	153
5	3	Brunswick Group Partnership	211,994	77	-82	159
6	6	Kekst CNC (Publicis)	53,841	76	-30	106
7	7	FTI Consulting Group	48,470	66	-15	81
8	9	Llorente & Cuenca Madrid	36,907	66	-7	73
9	13	Stanton Public Relations & Marketing	18,848	59	11	48
10	8	ICR	70,980	56	-18	74
11	20	Edelman Public Relations Worldwide	44,189	51	18	33
12	18	Greenbrook Advisory	20,342	49	11	38
13	10	Barabino & Partners (part of Excellera Advisory Group)	24,331	47	-20	67
14	12	Sodali & Co	33,894	46	-5	51
15	16	Headland Consultancy	44,644	39	-1	40
16	21	Teneo	43,905	39	8	31
17	11	Community (part of Excellera Advisory Group)	32,970	39	-15	54
18	24	Citigate Dewe Rogerson	4,904	36	8	28
19	23	Kreab	2,314	30	0	30
20	38	Jahrreiss Communications	9,134	29	16	13

EMEA Advisory Rankings

Europe rankings by value

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	FGS Global	142,346	107	-18.7%	175,082
2	2	Brunswick Group Partnership	117,497	55	-20.8%	148,329
3	3	H/Advisors	49,034	71	-31.9%	71,951
4	4	Headland Consultancy	44,644	38	-20.0%	55,813
5	15	ICR	38,416	25	162.1%	14,656
6	10	Joele Frank Wilkinson Brimmer Katcher	27,638	17	-12.2%	31,488
7	9	FTI Consulting Group	25,114	50	-22.7%	32,486
8	18	Image Sept	21,120	27	60.2%	13,187
9	22	Image Building Srl	20,471	18	116.9%	9,437
10	20	Taddeo	20,369	27	97.4%	10,319
11	14	Greenbrook Advisory	20,342	45	28.7%	15,808
12	12	Prosek Partners	20,068	64	-19.1%	24,815
13	6	Teneo	17,753	26	-51.1%	36,280
14	8	Kekst CNC (Publicis)	17,740	36	-47.4%	33,722
15	45	Edelman Public Relations Worldwide	15,824	16	646.1%	2,121
16	128	Tancredi Intelligent Communication	15,387	3	-	-
17	17	Community (part of Excellera Advisory Group)	13,758	37	-0.8%	13,871
18	30	Sodali & Co	11,553	19	139.8%	4,818
19	5	Llorente & Cuenca Madrid	10,354	31	-73.2%	38,640
20	27	MHP Group	9,643	23	94.8%	4,951

Europe rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	2	FGS Global	142,346	107	9	98
2	3	H/Advisors	49,034	71	-21	92
3	8	Prosek Partners	20,068	64	19	45
4	1	Brunswick Group Partnership	117,497	55	-48	103
5	6	FTI Consulting Group	25,114	50	0	50
6	4	Barabino & Partners (part of Excellera Advisory Group)	5,119	46	-20	66
7	14	Greenbrook Advisory	20,342	45	12	33
8	10	Headland Consultancy	44,644	38	-2	40
9	7	Community (part of Excellera Advisory Group)	13,758	37	-13	50
10	5	Kekst CNC (Publicis)	17,740	36	-23	59
11	11	Llorente & Cuenca Madrid	10,354	31	-7	38
12	16	Kreab	2,314	30	0	30
13	20	Image Sept	21,120	27	3	24
14	19	Taddeo	20,369	27	2	25
15	21	Teneo	17,753	26	3	23
16	25	Citigate Dewe Rogerson	2,495	26	5	21
17	24	Harmon Corporate Affairs	2,242	26	4	22
18	31	ICR	38,416	25	11	14
19	23	MHP Group	9,643	23	1	22
20	32	Jahreiss Communications	8,113	23	10	13

EMEA Advisory Rankings

UK rankings by value

Ranking		Company Name	1H25			1H24
1H25	1H24		Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	FGS Global	38,948	44	-52.0%	81,224
2	3	Headland Consultancy	29,187	19	-24.1%	38,470
3	4	H/Advisors	16,997	30	-39.1%	27,915
4	5	FTI Consulting Group	16,946	41	-24.6%	22,473
5	29	Edelman Public Relations Worldwide	14,198	12	602.5%	2,021
6	2	Brunswick Group Partnership	14,080	23	-80.7%	73,136
7	10	ICR	13,982	12	48.9%	9,392
8	11	Kekst CNC (Publicis)	11,388	13	23.2%	9,244
9	8	Prosek Partners	11,377	29	-14.3%	13,273
10	16	Joele Frank Wilkinson Brimmer Katcher	10,646	5	123.2%	4,769
11	14	Teneo	9,074	19	29.0%	7,036
12	18	Sodali & Co	8,447	14	90.8%	4,428
13	12	Greenbrook Advisory	8,115	28	12.0%	7,243
14	38	SEC Newgate	5,280	7	397.2%	1,062
15	15	Community (part of Excellera Advisory Group)	5,012	6	-14.9%	5,888
16	37	Jahreiss Communications	4,807	6	341.4%	1,089
17	70	Montfort Communications	4,781	2	6829.0%	69
18	6	Barabino & Partners (part of Excellera Advisory Group)	4,088	8	-79.0%	19,479
19	54	Buchanan Communications	3,726	8	802.2%	413
20	27	MHP Group	3,691	20	66.6%	2,215

UK rankings by deal count

Ranking		Company Name	1H25			1H24
1H25	1H24		Value (USDm)	Deal Count	Count Change	Deal Count
1	3	FGS Global	38,948	44	-3	47
2	4	FTI Consulting Group	16,946	41	5	36
3	2	H/Advisors	16,997	30	-24	54
4	8	Prosek Partners	11,377	29	8	21
5	7	Greenbrook Advisory	8,115	28	4	24
6	1	Brunswick Group Partnership	14,080	23	-34	57
7	9	MHP Group	3,691	20	0	20
8	6	Headland Consultancy	29,187	19	-5	24
9	12	Teneo	9,074	19	6	13
10	10	City Press Services	329	17	-2	19
11	-	MC2	38	15	15	0
12	5	Sodali & Co	8,447	14	-12	26
13	11	Kekst CNC (Publicis)	11,388	13	-4	17
14	27	Edelman Public Relations Worldwide	14,198	12	7	5
15	22	ICR	13,982	12	6	6
16	26	Alma Strategic Communications	808	9	3	6
17	14	Barabino & Partners (part of Excellera Advisory Group)	4,088	8	-3	11
18	18	Buchanan Communications	3,726	8	0	8
19	25	Citigate Dewe Rogerson	1,951	8	2	6
20	13	SEC Newgate	5,280	7	-5	12

EMEA Advisory Rankings

Ireland rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	11	FTI Consulting Group	4,871	5	3796.8%	125
2	6	Sodali & Co	4,311	3	1114.4%	355
3=	-	Joele Frank Wilkinson Brimmer Katcher	4,268	1	-	-
3=	-	Reevemark	4,268	1	-	-
5	3	MHP Group	1,856	1	-32.2%	2,736
6	5	H/Advisors	1,403	4	50.9%	930
7	-	Ad Hoc Communication Advisors Srl	1,403	2	-	-
8	10	Brunswick Group Partnership	899	3	435.1%	168
9	-	Greenbrook Advisory	840	1	-	-
10	1	FGS Global	403	6	-97.1%	13,800

Germany rankings by value

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	FGS Global	18,007	33	-46.2%	33,463
2	7	FTI Consulting Group	9,597	7	59.6%	6,012
3	9	Greenbrook Advisory	7,124	5	48.7%	4,792
4	2	Brunswick Group Partnership	5,621	8	-77.4%	24,835
5	-	Collected Strategies	3,904	2	-	-
6	27	Community (part of Excellera Advisory Group)	3,885	7	3058.5%	123
7	15	Barabino & Partners (part of Excellera Advisory Group)	3,818	5	250.6%	1,089
8	-	Plead Agency	3,159	4	-	-
9	20	ICR	2,860	3	853.3%	300
10	6	Prosek Partners	1,706	14	-72.6%	6,237

Ireland rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	FGS Global	403	6	2	4
2	5	FTI Consulting Group	4,871	5	2	3
3	4	H/Advisors	1,403	4	1	3
4	11	Sodali & Co	4,311	3	2	1
5	2	Brunswick Group Partnership	899	3	-1	4
6	-	Ad Hoc Communication Advisors Srl	1,403	2	2	0
7=	-	Joele Frank Wilkinson Brimmer Katcher	4,268	1	1	0
7=	-	Reevemark	4,268	1	1	0
9	9	MHP Group	1,856	1	0	1
10	-	Greenbrook Advisory	840	1	1	0

Germany rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	3	FGS Global	18,007	33	14	19
2	6	Prosek Partners	1,706	14	6	8
3	2	Kekst CNC (Publicis)	740	14	-8	22
4	1	IWK	116	11	-25	36
5	5	Brunswick Group Partnership	5,621	8	0	8
6	4	FTI Consulting Group	9,597	7	-2	9
7	15	Community (part of Excellera Advisory Group)	3,885	7	4	3
8	7	Jahrreiss Communications	998	7	-1	8
9	13	Citigate Dewe Rogerson	129	7	3	4
10	14	Greenbrook Advisory	7,124	5	2	3

EMEA Advisory Rankings

France rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	2	H/Advisors	20,631	32	-23.7%	27,052
2	5	Taddeo	20,369	27	191.9%	6,978
3	3	Image Sept	20,120	23	52.6%	13,187
4	6	Headland Consultancy	12,519	17	88.5%	6,640
5	9	Greenbrook Advisory	10,048	9	82.9%	5,495
6	-	Joele Frank Wilkinson Brimmer Katcher	9,612	1	-	-
7	8	Llorente & Cuenca Madrid	7,084	12	27.3%	5,563
8	1	Brunswick Group Partnership	6,709	14	-77.2%	29,429
9	27	CTCom	6,328	16	744.9%	749
10	42	MHP Group	5,952	3	29660.0%	20
11	24	FinElk	5,179	3	322.8%	1,225
12	28	Prosek Partners	5,173	19	695.8%	650
13	7	FGS Global	3,931	10	-29.5%	5,574
14	49	Roman	1,140	1	-	-
15	12	FTI Consulting Group	743	7	-79.1%	3,557
16	21	Actifin	743	4	-46.0%	1,376
17	22	Community (part of Excellera Advisory Group)	742	6	-43.9%	1,322
18	-	Plead Agency	719	8	-	-
19	38	Kreab	685	5	333.5%	158
20	50	Teneo	556	5	-	-

France rankings by deal count

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	H/Advisors	20,631	32	-1	33
2	4	Taddeo	20,369	27	7	20
3	3	Image Sept	20,120	23	-1	24
4	18	Prosek Partners	5,173	19	12	7
5	7	Headland Consultancy	12,519	17	1	16
6	6	CTCom	6,328	16	-1	17
7	9	Citigate Dewe Rogerson	144	15	1	14
8	2	Brunswick Group Partnership	6,709	14	-17	31
9	11	Llorente & Cuenca Madrid	7,084	12	0	12
10	5	FGS Global	3,931	10	6	4
11	22	Kable Communication Finance	33	10	-8	18
12	-	Shan	-	10	10	0
13	15	Greenbrook Advisory	10,048	9	1	8
14	-	Plead Agency	719	8	8	0
15	10	Verbatee	-	8	-5	13
16	16	FTI Consulting Group	743	7	0	7
17	12	Primatice Conseil	243	7	-3	10
18	17	Community (part of Excellera Advisory Group)	742	6	-1	7
19	32	Kreab	685	5	3	2
20	35	Teneo	556	5	3	2

EMEA Advisory Rankings

Spain rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	16	ICR	11,704	3	2328.2%	482
2	7	FGS Global	7,996	5	-11.8%	9,065
3	2	Brunswick Group Partnership	7,984	2	-56.1%	18,175
4	14	H/Advisors	5,209	8	321.4%	1,236
5	3	Roman	4,756	20	-72.5%	17,321
6	1	Llorente & Cuenca Madrid	4,378	17	-76.1%	18,311
7	17	Greenbrook Advisory	2,572	4	551.1%	395
8	10	Harmon Corporate Affairs	2,242	24	-39.7%	3,720
9	11	Community (part of Excellera Advisory Group)	1,813	4	-41.6%	3,104
10	8	Grupo Albion	1,774	3	-75.8%	7,343

Italy rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	6	Image Building Srl	20,471	17	432.0%	3,848
2	36	FGS Global	20,436	8	-	-
3	30	Tancredi Intelligent Communication	15,387	3	-	-
4	2	Community (part of Excellera Advisory Group)	7,251	25	6.3%	6,824
5	25	FinElk	4,936	1	4470.4%	108
6	-	Edelman Public Relations Worldwide	1,189	4	-	-
7	17	Greenbrook Advisory	1,139	5	217.3%	359
8	4	Brunswick Group Partnership	1,079	5	-74.4%	4,222
9	3	Joele Frank Wilkinson Brimmer Katcher	1,049	2	-83.6%	6,378
10	14	Prosek Partners	1,022	1	127.1%	450

Spain rankings by deal count

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	Kreab	618	26	-3	29
2	4	Harmon Corporate Affairs	2,242	24	8	16
3	3	Roman	4,756	20	-4	24
4	2	Llorente & Cuenca Madrid	4,378	17	-10	27
5	11	H/Advisors	5,209	8	4	4
6	7	Atrevia	158	8	2	6
7	5	FGS Global	7,996	5	-6	11
8	8	Evercom	107	5	-1	6
9	12	Greenbrook Advisory	2,572	4	1	3
10	13	Community (part of Excellera Advisory Group)	1,813	4	2	2

Italy rankings by deal count

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	Barabino & Partners (part of Excellera Advisory Group)	853	42	-22	64
2	2	Community (part of Excellera Advisory Group)	7,251	25	-17	42
3	3	Image Building Srl	20,471	17	-11	28
4	5	Ad Hoc Communication Advisors Srl	382	9	-4	13
5	4	Close to Media S.r.l	15	9	-10	19
6	36	FGS Global	20,436	8	7	1
7	10	Jahrreiss Communications	776	7	3	4
8	8	SEC Newgate	246	6	1	5
9	25	Greenbrook Advisory	1,139	5	4	1
10	6	Brunswick Group Partnership	1,079	5	-1	6

EMEA Advisory Rankings

Nordics rankings by value

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	4	Brunswick Group Partnership	15,232	8	17.3%	12,988
2	1	FGS Global	11,162	12	-71.0%	38,496
3	5	Fogel & Partners	5,737	10	-35.2%	8,858
4	15	ICR	5,684	3	122.8%	2,551
5	25	Teneo	4,536	3	2351.9%	185
6	21	Prosek Partners	3,906	7	290.6%	1,000
7	8	FTI Consulting Group	2,927	4	-55.2%	6,538
8	-	Sodali & Co	2,752	1	-	-
9	6	Kekst CNC (Publicis)	2,345	7	-69.3%	7,627
10	-	Communique PR	2,000	1	-	-

Nordics rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	3	FGS Global	11,162	12	-1	13
2	1	Fogel & Partners	5,737	10	-12	22
3	4	Brunswick Group Partnership	15,232	8	-4	12
4	9	Prosek Partners	3,906	7	3	4
5	2	Kekst CNC (Publicis)	2,345	7	-12	19
6	6	H/Advisors	834	6	-2	8
7	8	FTI Consulting Group	2,927	4	-1	5
8	5	Optimum Strategic Communications	133	4	-5	9
9	16	ICR	5,684	3	1	2
10	18	Teneo	4,536	3	1	2

MEA rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	Brunswick Group Partnership	72,436	5	140.9%	30,071
2	13	Prosek Partners	15,170	2	1796.3%	800
3	16	Edelman Public Relations Worldwide	6,661	10	1380.2%	450
4	7	H/Advisors	3,649	4	54.9%	2,356
5	4	Teneo	3,193	9	-79.3%	15,461
6	42	ICR	2,760	3	-	
7	2	FGS Global	2,720	9	-84.1%	17,098
8	-	Purple Communications Australia	2,319	1	-	-
9	-	Greenbrook Advisory	2,221	2	-	-
10	8	WE Communications	1,780	1	18.7%	1,500

MEA rankings by deal count

Ranking			1H25		Count Change	1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count		Deal Count
1	4	Edelman Public Relations Worldwide	6,661	10	6	4
2	11	Teneo	3,193	9	8	1
3	2	FGS Global	2,720	9	0	9
4	1	Brunswick Group Partnership	72,436	5	-6	11
5	5	Kekst CNC (Publicis)	231	5	2	3
6	3	H/Advisors	3,649	4	0	4
7	42	ICR	2,760	3	2	1
8	17	Headland Consultancy	199	3	2	1
9	16	Prosek Partners	15,170	2	1	1
10	-	Greenbrook Advisory	2,221	2	2	0

Americas Advisory Rankings

Americas rankings by value

Ranking		Company Name	1H25		% Value Change	1H24
1H25	1H24		Value (USDm)	Deal Count		Value (USDm)
1	1	FGS Global	299,499	173	-5.3%	316,179
2	2	Joele Frank Wilkinson Brimmer Katcher	235,095	111	-18.0%	286,630
3	3	Brunswick Group Partnership	134,701	41	-40.1%	224,716
4	6	Prosek Partners	115,397	153	107.4%	55,649
5	7	Kekst CNC (Publicis)	47,870	46	1.6%	47,110
6	5	ICR	46,958	40	-47.6%	89,607
7	4	H/Advisors	42,801	66	-58.2%	102,471
8	9	Teneo	39,199	19	7.4%	36,491
9	12	Edelman Public Relations Worldwide	31,802	39	25.5%	25,349
10	15	Headland Consultancy	31,208	13	39.6%	22,350
11	30	Llorente & Cuenca Madrid	26,717	46	378.4%	5,585
12	26	Gladstone Place Partners	23,278	3	167.0%	8,719
13	20	Community (part of Excellera Advisory Group)	22,037	9	42.0%	15,521
14	8	FTI Consulting Group	21,404	31	-43.7%	37,985
15	14	Collected Strategies	20,632	13	-9.1%	22,705
16	16	Barabino & Partners (part of Excellera Advisory Group)	20,027	10	-8.3%	21,843
17	18	Taddeo	19,586	6	1.6%	19,280
18	27	Sodali & Co	19,462	22	173.8%	7,108
19	10	Stanton Public Relations & Marketing	18,848	58	-39.7%	31,255
20	22	Image Sept	17,364	11	63.8%	10,601

Americas rankings by deal count

Ranking		Company Name	1H25		Count Change	1H24
1H25	1H24		Value (USDm)	Deal Count		Deal Count
1	1	FGS Global	299,499	173	0	173
2	2	Prosek Partners	115,397	153	6	147
3	3	Joele Frank Wilkinson Brimmer Katcher	235,095	111	-16	127
4	5	H/Advisors	42,801	66	-20	86
5	8	Stanton Public Relations & Marketing	18,848	58	10	48
6	7	Kekst CNC (Publicis)	47,870	46	-17	63
7	9	Llorente & Cuenca Madrid	26,717	46	-1	47
8	4	Brunswick Group Partnership	134,701	41	-57	98
9	6	ICR	46,958	40	-26	66
10	12	Edelman Public Relations Worldwide	31,802	39	8	31
11	11	FTI Consulting Group	21,404	31	-1	32
12	10	Gregory FCA Communications	1,352	29	-8	37
13	19	Sodali & Co	19,462	22	8	14
14	13	Teneo	39,199	19	2	17
15	17	Greenbrook Advisory	9,102	19	4	15
16	15	Gasthalter & Co	4,973	16	0	16
17	14	Headland Consultancy	31,208	13	-3	16
18	20	Collected Strategies	20,632	13	0	13
19	52	Jahreiss Communications	7,191	12	9	3
20	64	Image Sept	17,364	11	9	2

Americas Advisory Rankings

US rankings by value

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	FGS Global	296,614	169	-3.1%	305,972
2	2	Joele Frank Wilkinson Brimmer Katcher	232,435	110	-18.9%	286,478
3	3	Brunswick Group Partnership	116,404	38	-44.4%	209,196
4	6	Prosek Partners	115,047	152	106.7%	55,649
5	7	Kekst CNC (Publicis)	42,574	42	-9.4%	47,000
6	5	ICR	42,171	38	-52.5%	88,857
7	4	H/Advisors	39,294	60	-56.6%	90,520
8	12	Edelman Public Relations Worldwide	31,434	38	24.0%	25,349
9	15	Headland Consultancy	31,208	13	39.6%	22,350
10	9	Teneo	28,189	14	-22.5%	36,388
11	28	Llorente & Cuenca Madrid	26,212	43	369.3%	5,585
12	24	Gladstone Place Partners	23,278	3	167.0%	8,719
13	20	Community (part of Excellera Advisory Group)	22,037	8	42.0%	15,521
14	8	FTI Consulting Group	20,764	28	-43.1%	36,489
15	14	Collected Strategies	20,632	13	-9.1%	22,705
16	16	Barabino & Partners (part of Excellera Advisory Group)	20,027	9	-8.0%	21,767
17	18	Taddeo	19,586	6	4.8%	18,690
18	26	Sodali & Co	19,155	19	186.9%	6,676
19	10	Stanton Public Relations & Marketing	18,779	57	-39.9%	31,255
20	-	Stagwell	15,456	2	-	-

US rankings by deal count

Ranking			1H25		Count Change	1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count		Deal Count
1	1	FGS Global	296,614	169	6	163
2	2	Prosek Partners	115,047	152	6	146
3	3	Joele Frank Wilkinson Brimmer Katcher	232,435	110	-14	124
4	5	H/Advisors	39,294	60	-24	84
5	8	Stanton Public Relations & Marketing	18,779	57	10	47
6	9	Llorente & Cuenca Madrid	26,212	43	1	42
7	7	Kekst CNC (Publicis)	42,574	42	-16	58
8	4	Brunswick Group Partnership	116,404	38	-46	84
9	6	ICR	42,171	38	-26	64
10	11	Edelman Public Relations Worldwide	31,434	38	7	31
11	10	Gregory FCA Communications	1,352	29	-8	37
12	12	FTI Consulting Group	20,764	28	-1	29
13	23	Sodali & Co	19,155	19	8	11
14	17	Greenbrook Advisory	8,082	17	3	14
15	13	Gasthalter & Co	4,973	16	0	16
16	14	Teneo	28,189	14	-1	15
17	16	Headland Consultancy	31,208	13	-1	14
18	18	Collected Strategies	20,632	13	0	13
19	15	Sloane & Company	5,922	11	-4	15
20	49	Jahrreiss Communications	2,795	11	8	3

Americas Advisory Rankings

Canada rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	3	Brunswick Group Partnership	34,852	11	46.8%	23,742
2	1	FGS Global	24,076	15	-38.0%	38,861
3	16	Teneo	22,150	6	1843.0%	1,140
4	9	ICR	6,740	4	2.1%	6,601
5	5	Image Sept	6,120	2	-38.5%	9,951
6	2	Joele Frank Wilkinson Brimmer Katcher	5,480	3	-80.7%	28,335
7	24	Kekst CNC (Publicis)	5,356	7	1367.4%	365
8	30	Laurel Hill Advisory Group	4,607	1	6880%	66
9	-	Jahrreiss Communications	4,396	1	-	-
10	4	H/Advisors	3,063	4	-77.3%	13,501

Canada rankings by deal count

Ranking			1H25		Count Change	1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count		Deal Count
1	2	FGS Global	24,076	15	-3	18
2	1	Brunswick Group Partnership	34,852	11	-12	23
3	4	Kekst CNC (Publicis)	5,356	7	-2	9
4	16	Teneo	22,150	6	4	2
5	6	Prosek Partners	1,540	6	1	5
6	12	ICR	6,740	4	2	2
7	5	H/Advisors	3,063	4	-2	6
8	3	Joele Frank Wilkinson Brimmer Katcher	5,480	3	-6	9
9	15	Stanton Public Relations & Marketing	2,269	3	1	2
10	7	FTI Consulting Group	1,962	3	-1	4

Latin America rankings by value

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	2	Brunswick Group Partnership	4,897	2	252.0%	1,391
2	8	Joele Frank Wilkinson Brimmer Katcher	3,877	2	2450.7%	152
3	-	H/Advisors	2,194	4	-	-
4	15	Roman	2,143	1	107050.0%	2
5	-	Hawthorn Advisors	1,734	1	-	-
6	4	Prosek Partners	1,165	2	415.5%	226
7	-	FTI Consulting Group	657	2	-	-
8	-	NovaPR	541	1	-	-
9	-	NewCap	150	1	-	-
10	-	BoardroomPR	120	1	-	-

Latin America rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	-	H/Advisors	2,194	4	4	0
2	6	Kreab	74	3	1	2
3	1	Brunswick Group Partnership	4,897	2	-4	6
4	8	Joele Frank Wilkinson Brimmer Katcher	3,877	2	0	2
5	4	Prosek Partners	1,165	2	-1	3
6	-	FTI Consulting Group	657	2	2	0
7=	-	Atrevia	-	2	2	0
7=	-	Edelman Public Relations Worldwide	-	2	2	0
7=	3	Llorente & Cuenca Madrid	-	2	-3	5
10	5	Roman	2,143	1	-2	3

Asia Pacific Advisory Rankings

Asia Pacific (excl. Japan) rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	Brunswick Group Partnership	47,071	11	96.1%	24,003
2=	61	Barabino & Partners (part of Excellera Advisory Group)	19,212	2	-	-
2=	25	Community (part of Excellera Advisory Group)	19,212	2	3601.7%	519
4	3	Sodali & Co	12,309	27	31.3%	9,374
5	4	FTI Consulting Group	11,656	9	62.8%	7,159
6	2	FGS Global	11,046	26	10.8%	9,970
7	14	EverBloom Investment Consulting Co	9,008	13	411.2%	1,762
8	6	GRACosway	8,156	14	66.2%	4,906
9	7	SEC Newgate	6,858	9	78.5%	3,843
10	68	MHP Group	6,585	3	-	-
11	-	CTCom	5,952	1	-	-
12	16	Kekst CNC (Publicis)	4,299	6	230.2%	1,302
13	18	ICR	4,255	5	287.2%	1,099
14	13	Citigate Dewe Rogerson	3,535	12	92.9%	1,833
15	-	Llorente & Cuenca Madrid	2,628	2	-	-
16	20	Purple Communications Australia	2,340	2	170.8%	864
17	27	Prosek Partners	2,295	10	581.0%	337
18	45	Edelman Public Relations Worldwide	2,230	3	5768.4%	38
19	-	5W Public Relations	2,078	1	-	-
20	-	Farner International	2,022	2	-	-

Asia Pacific (excl. Japan) rankings by deal count

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	2	Sodali & Co	12,309	27	2	25
2	1	FGS Global	11,046	26	-4	30
3	6	GRACosway	8,156	14	4	10
4	7	EverBloom Investment Consulting Co	9,008	13	3	10
5	8	Citigate Dewe Rogerson	3,535	12	5	7
6	3	Brunswick Group Partnership	47,071	11	-7	18
7	18	Prosek Partners	2,295	10	8	2
8	19	Adfactors PR	1,730	10	8	2
9	4	FTI Consulting Group	11,656	9	-9	18
10	10	SEC Newgate	6,858	9	3	6
11	52	ReadCorporate	1,786	8	7	1
12	9	Kekst CNC (Publicis)	4,299	6	-1	7
13	12	ICR	4,255	5	2	3
14	5	H/Advisors	1,030	5	-8	13
15	-	Honner Media	576	4	4	0
16	23	NWR Communications	311	4	2	2
17	-	Strategic Growth Advisors	47	4	4	0
18	68	MHP Group	6,585	3	2	1
19	20	Edelman Public Relations Worldwide	2,230	3	1	2
20	17	Teneo	874	3	1	2

Asia Pacific Advisory Rankings

Asia (excl. Australasia & Japan) rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	1	Brunswick Group Partnership	22,522	8	6.8%	21,086
2=	38	Barabino & Partners (part of Excellera Advisory Group)	19,212	2	-	-
2=	14	Community (part of Excellera Advisory Group)	19,212	2	3601.7%	519
4	5	EverBloom Investment Consulting Co	9,008	13	411.2%	1,762
5	2	FGS Global	7,635	19	-13.3%	8,802
6	42	MHP Group	6,585	3	-	-
7	-	CTCom	5,952	1	-	-
8	13	Kekst CNC (Publicis)	3,167	4	463.5%	562
9	9	ICR	2,800	2	215.3%	888
10	6	Citigate Dewe Rogerson	2,656	9	56.1%	1,701
11	30	Edelman Public Relations Worldwide	2,230	3	5768.4%	38
12	17	SEC Newgate	2,097	3	565.7%	315
13	-	Farner International	2,022	2	-	-
14	-	Plead Agency	2,015	1	-	-
15=	-	Llorente & Cuenca Madrid	2,000	1	-	-
15=	-	Strategic Public Relations Group	2,000	1	-	-
17	-	WE Communications	1,780	1	-	-
18	21	Adfactors PR	1,730	10	1391.4%	116
19	4	H/Advisors	1,030	5	-64.7%	2,920
20	-	Imej Jiwa	1,000	1	-	-

Asia (excl. Australasia & Japan) rankings by deal count

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	FGS Global	7,635	19	-8	27
2	4	EverBloom Investment Consulting Co	9,008	13	3	10
3	13	Adfactors PR	1,730	10	8	2
4	7	Citigate Dewe Rogerson	2,656	9	4	5
5	2	Brunswick Group Partnership	22,522	8	-8	16
6	5	H/Advisors	1,030	5	-3	8
7	6	Kekst CNC (Publicis)	3,167	4	-2	6
8	11	Prosek Partners	530	4	2	2
9	-	Strategic Growth Advisors	47	4	4	0
10	42	MHP Group	6,585	3	2	1
11	15	Edelman Public Relations Worldwide	2,230	3	1	2
12	8	SEC Newgate	2,097	3	0	3
13	41	Gregory FCA Communications	652	3	2	1
14	22	Greenbrook Advisory	416	3	2	1
15	3	FTI Consulting Group	88	3	-7	10
16=	18	Barabino & Partners (part of Excellera Advisory Group)	19,212	2	0	2
16=	23	Community (part of Excellera Advisory Group)	19,212	2	1	1
18	10	ICR	2,800	2	0	2
19	-	Farner International	2,022	2	2	0
20	28	Teneo	874	2	1	1

Asia Pacific Advisory Rankings

Japan rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	4	FGS Global	53,285	12	2008.6%	2,527
2	13	FTI Consulting Group	11,312	4	1468.9%	721
3	8	Kekst CNC (Publicis)	8,930	11	420.4%	1,716
4	6	Brunswick Group Partnership	3,964	2	70.0%	2,332
5	-	Stanton Public Relations & Marketing	3,366	2	-	-
6	-	Headland Consultancy	2,900	3	-	-
7	21	Edelman Public Relations Worldwide	2,300	1	-	-
8	3	Joele Frank Wilkinson Brimmer Katcher	1,737	3	-31.9%	2,549
9	-	Llorente & Cuenca Madrid	1,715	1	-	-
10	7	Citigate Dewe Rogerson	1,000	4	-49.9%	1,998

Australasia rankings by value

Ranking			1H25			1H24
1H25	1H24	Company Name	Value (USDm)	Deal Count	% Value Change	Value (USDm)
1	8	Brunswick Group Partnership	24,549	3	741.6%	2,917
2	1	Sodali & Co	12,309	27	31.3%	9,374
3	4	FTI Consulting Group	11,599	7	215.9%	3,672
4	2	GRACosway	8,156	14	66.2%	4,906
5	3	SEC Newgate	4,761	6	24.3%	3,831
6	12	FGS Global	3,411	7	192.0%	1,168
7	13	Purple Communications Australia	2,340	2	170.8%	864
8	-	5W Public Relations	2,078	1	-	-
9	30	ReadCorporate	1,786	8	13638.5%	13
10	24	Prosek Partners	1,765	6	791.4%	198

Japan rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	FGS Global	53,285	12	2	10
2	4	Kekst CNC (Publicis)	8,930	11	6	5
3	2	FTI Consulting Group	11,312	4	-4	8
4	5	Citigate Dewe Rogerson	1,000	4	1	3
5	-	Headland Consultancy	2,900	3	3	0
6	8	Joele Frank Wilkinson Brimmer Katcher	1,737	3	1	2
7	3	Brunswick Group Partnership	3,964	2	-3	5
8	-	Stanton Public Relations & Marketing	3,366	2	2	0
9	9	Sodali & Co	455	2	0	2
10	21	Edelman Public Relations Worldwide	2,300	1	0	1

Australasia rankings by deal count

Ranking			1H25		1H24	
1H25	1H24	Company Name	Value (USDm)	Deal Count	Count Change	Deal Count
1	1	Sodali & Co	12,309	27	2	25
2	3	GRACosway	8,156	14	4	10
3	31	ReadCorporate	1,786	8	7	1
4	2	FTI Consulting Group	11,599	7	-5	12
5	7	FGS Global	3,411	7	4	3
6	5	SEC Newgate	4,761	6	2	4
7	25	Prosek Partners	1,765	6	5	1
8	8	Citigate Dewe Rogerson	1,036	4	1	3
9	-	Honner Media	576	4	4	0
10	11	NWR Communications	311	4	2	2

Asia Pacific Advisory Rankings

Greater China rankings by value

Ranking		Company Name	1H25		% Value Change	1H24
1H25	1H24		Value (USDm)	Deal Count		Value (USDm)
1	1	Brunswick Group Partnership	22,106	6	69.7%	13,029
2=	23	Barabino & Partners (part of Excellera Advisory	19,212	1	-	-
2=	-	Community (part of Excellera Advisory Group)	19,212	1	-	-
4	3	EverBloom Investment Consulting Co	9,008	13	411.2%	1,762
5	2	FGS Global	4,961	10	-19.3%	6,146
6	11	Kekst CNC (Publicis)	2,963	3	1427.3%	194
7	5	ICR	2,800	2	215.3%	888
8=	-	Farner International	2,000	1	-	-
8=	-	Llorente & Cuenca Madrid	2,000	1	-	-
8=	-	Strategic Public Relations Group	2,000	1	-	-

Greater China rankings by deal count

Ranking		Company Name	1H25		Count Change	1H24
1H25	1H24		Value (USDm)	Deal Count		Deal Count
1	2	EverBloom Investment Consulting Co	9,008	13	3	10
2	1	FGS Global	4,961	10	-8	18
3	3	Brunswick Group Partnership	22,106	6	0	6
4	7	Citigate Dewe Rogerson	1,230	4	2	2
5	6	Kekst CNC (Publicis)	2,963	3	1	2
6	5	ICR	2,800	2	0	2
7	-	Taddeo	112	2	2	0
8	-	Fivemark Capital	73	2	2	0
9	-	Prosek Partners	-	2	2	0
10=	23	Barabino & Partners (part of Excellera Advisory Group)	19,212	1	0	1
10=	-	Community (part of Excellera Advisory Group)	19,212	1	1	0

Criteria

All data is based on transactions over 5% or USD 50m
and is based on the Mergermarket's M&A deals database.
Full deal inclusion criteria can be found [here](#).

Rankings:

Based on the geography of the target, bidder or seller, and excludes lapsed and withdrawn bids.

Rankings correct as of 05:30 (GMT) 30 Jul 2025
Cut-off date - 30 June 2025

Contacts

Deal Reconciliation

merger.advisers@iongroup.com

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EMEA

10 Queen Street Place
London
EC4R 1BE
United Kingdom
+44 203 741 1000

Americas

1345 6th Avenue
50th Floor
New York 10105
USA
+1 212 906 0050

Asia

25th Floor, The Center
99 Queen's Road
Central
Hong Kong, China
+852 2500 9500