



## Global and Regional M&A Rankings 2025

PR Advisors

## Global and Regional M&A Rankings 2025

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# Global Rankings

## PR advisor rankings by value

| Ranking |      | 2025                                                   |              |            | 2024           |              |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                                             | 1,148,835    | 527        | 73.1%          | 663,870      |
| 2       | 3    | Joele Frank Wilkinson Brimmer Katcher                  | 890,802      | 256        | 74.6%          | 510,316      |
| 3       | 2    | Brunswick Group                                        | 734,897      | 220        | 43.3%          | 512,835      |
| 4       | 8    | ICR Inc                                                | 283,089      | 184        | 105.0%         | 138,059      |
| 5       | 5    | Prosek Partners LLC                                    | 242,154      | 374        | 12.4%          | 215,354      |
| 6       | 4    | H/Advisors                                             | 218,994      | 308        | -7.3%          | 236,155      |
| 7       | 7    | FTI Consulting Group Ltd                               | 212,249      | 173        | 37.7%          | 154,127      |
| 8       | 14   | Edelman                                                | 199,738      | 117        | 262.8%         | 55,053       |
| 9       | 6    | Teneo                                                  | 191,753      | 91         | 20.3%          | 159,347      |
| 10      | 12   | Community (part of Excellera Advisory Group)           | 150,465      | 90         | 160.9%         | 57,664       |
| 11      | 9    | Kekst CNC                                              | 115,753      | 165        | -13.7%         | 134,171      |
| 12      | 10   | Headland Consultancy Ltd                               | 91,891       | 96         | 9.6%           | 83,816       |
| 13      | 11   | Barabino & Partners (part of Excellera Advisory Group) | 80,167       | 117        | 32.8%          | 60,369       |
| 14      | 17   | LLYC                                                   | 77,135       | 122        | 66.0%          | 46,462       |
| 15      | 18   | Sodali & Co                                            | 67,583       | 89         | 58.8%          | 42,561       |
| 16      | 25   | Collected Strategies LLC                               | 67,464       | 26         | 135.9%         | 28,597       |
| 17      | 29   | Plead Agency                                           | 57,748       | 53         | 182.3%         | 20,454       |
| 18      | 21   | Greenbrook Advisory                                    | 39,015       | 90         | 4.8%           | 37,212       |
| 19      | 13   | Taddeo                                                 | 36,383       | 69         | -35.6%         | 56,471       |
| 20      | 19   | Stanton Public Relations & Marketing LLC               | 33,455       | 108        | -17.9%         | 40,738       |

## PR advisor rankings by deal count

| Ranking |      | 2025                                                   |              |            | 2024         |            |
|---------|------|--------------------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                                             | 1,148,835    | 527        | 44           | 483        |
| 2       | 2    | Prosek Partners LLC                                    | 242,154      | 374        | 0            | 374        |
| 3       | 4    | H/Advisors                                             | 218,994      | 308        | 25           | 283        |
| 4       | 5    | Joele Frank Wilkinson Brimmer Katcher                  | 890,802      | 256        | 8            | 248        |
| 5       | 3    | Brunswick Group                                        | 734,897      | 220        | -74          | 294        |
| 6       | 10   | ICR Inc                                                | 283,089      | 184        | 54           | 130        |
| 7       | 7    | FTI Consulting Group Ltd                               | 212,249      | 173        | -10          | 183        |
| 8       | 6    | Kekst CNC                                              | 115,753      | 165        | -47          | 212        |
| 9       | 8    | LLYC                                                   | 77,135       | 122        | -38          | 160        |
| 10=     | 14   | Edelman                                                | 199,738      | 117        | 22           | 95         |
| 10=     | 9    | Barabino & Partners (part of Excellera Advisory Group) | 80,167       | 117        | -15          | 132        |
| 12      | 13   | Stanton Public Relations & Marketing LLC               | 33,455       | 108        | 11           | 97         |
| 13      | 16   | Headland Consultancy Ltd                               | 91,891       | 96         | 15           | 81         |
| 14      | 16   | Teneo                                                  | 191,753      | 91         | 10           | 81         |
| 15=     | 12   | Community (part of Excellera Advisory Group)           | 150,465      | 90         | -10          | 100        |
| 15=     | 21   | Greenbrook Advisory                                    | 39,015       | 90         | 18           | 72         |
| 17      | 11   | Sodali & Co                                            | 67,583       | 89         | -13          | 102        |
| 18      | 24   | Taddeo                                                 | 36,383       | 69         | 17           | 52         |
| 19      | 20   | Gregory                                                | 3,579        | 65         | -8           | 73         |
| 20      | 38   | Jahrreiss Communications GmbH                          | 31,767       | 63         | 35           | 28         |

## EMEA Advisory Rankings

### Europe rankings by value

| Ranking |      | 2025                                         |              |            | 2024           |              |
|---------|------|----------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                 | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                                   | 388,002      | 229        | 45.7%          | 266,332      |
| 2       | 2    | Brunswick Group                              | 366,243      | 165        | 82.1%          | 201,099      |
| 3       | 3    | H/Advisors                                   | 154,985      | 209        | 37.5%          | 112,747      |
| 4       | 4    | Joele Frank Wilkinson Brimmer Katcher        | 99,391       | 46         | -4.9%          | 104,468      |
| 5       | 21   | ICR Inc                                      | 88,890       | 51         | 357.8%         | 19,417       |
| 6       | 5    | FTI Consulting Group Ltd                     | 87,501       | 117        | -1.6%          | 88,928       |
| 7       | 8    | Headland Consultancy Ltd                     | 73,615       | 91         | 16.8%          | 63,016       |
| 8       | 6    | Teneo                                        | 50,838       | 50         | -26.6%         | 69,244       |
| 9       | 7    | Prosek Partners LLC                          | 49,369       | 132        | -27.7%         | 68,250       |
| 10      | 23   | Edelman                                      | 46,476       | 31         | 284.1%         | 12,100       |
| 11      | 10   | LLYC                                         | 46,353       | 68         | 12.1%          | 41,337       |
| 12      | 13   | Community (part of Excellera Advisory Group) | 45,397       | 83         | 36.3%          | 33,307       |
| 13      | 9    | Kekst CNC                                    | 42,794       | 72         | -22.8%         | 55,452       |
| 14      | 17   | Taddeo                                       | 36,383       | 69         | 30.5%          | 27,874       |
| 15      | 12   | Greenbrook Advisory                          | 35,178       | 84         | 0.7%           | 34,930       |
| 16      | 19   | Plead Agency                                 | 32,628       | 49         | 59.5%          | 20,454       |
| 17      | 16   | Sodali & Co                                  | 29,888       | 41         | 5.5%           | 28,338       |
| 18      | 30   | Kreab AB                                     | 26,183       | 59         | 208.5%         | 8,487        |
| 19      | 20   | Image Building Srl                           | 23,064       | 43         | 17.4%          | 19,643       |
| 20      | 22   | Citigate Dewe Rogerson Ltd                   | 22,646       | 40         | 53.2%          | 14,785       |

### Europe rankings by deal count

| Ranking |      | 2025                                                   |              |            | 2024         |            |
|---------|------|--------------------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                                             | 388,002      | 229        | 31           | 198        |
| 2       | 3    | H/Advisors                                             | 154,985      | 209        | 43           | 166        |
| 3       | 2    | Brunswick Group                                        | 366,243      | 165        | -20          | 185        |
| 4       | 6    | Prosek Partners LLC                                    | 49,369       | 132        | 13           | 119        |
| 5       | 5    | FTI Consulting Group Ltd                               | 87,501       | 117        | -5           | 122        |
| 6       | 4    | Barabino & Partners (part of Excellera Advisory Group) | 20,955       | 114        | -16          | 130        |
| 7       | 10   | Headland Consultancy Ltd                               | 73,615       | 91         | 13           | 78         |
| 8       | 13   | Greenbrook Advisory                                    | 35,178       | 84         | 18           | 66         |
| 9       | 8    | Community (part of Excellera Advisory Group)           | 45,397       | 83         | -11          | 94         |
| 10      | 7    | Kekst CNC                                              | 42,794       | 72         | -42          | 114        |
| 11      | 22   | Taddeo                                                 | 36,383       | 69         | 19           | 50         |
| 12      | 11   | LLYC                                                   | 46,353       | 68         | -5           | 73         |
| 13=     | 14   | Kreab AB                                               | 26,183       | 59         | -5           | 64         |
| 13=     | 23   | Citypress                                              | 1,680        | 59         | 11           | 48         |
| 15      | 26   | Harmon                                                 | 9,515        | 52         | 14           | 38         |
| 16      | 32   | ICR Inc                                                | 88,890       | 51         | 22           | 29         |
| 17      | 18   | Teneo                                                  | 50,838       | 50         | -4           | 54         |
| 18=     | 67   | Plead Agency                                           | 32,628       | 49         | 44           | 5          |
| 18=     | 33   | Jahrreiss Communications GmbH                          | 15,202       | 49         | 21           | 28         |
| 20      | 31   | Joele Frank Wilkinson Brimmer Katcher                  | 99,391       | 46         | 15           | 31         |

## EMEA Advisory Rankings

### UK rankings by value

| Ranking |      | Company Name                                 | 2025         |            | % Value Change | 2024         |
|---------|------|----------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 |                                              | Value (USDm) | Deal Count |                | Value (USDm) |
| 1       | 2    | Brunswick Group                              | 195,340      | 103        | 96.8%          | 99,245       |
| 2       | 1    | FGS Global                                   | 126,551      | 102        | 3.8%           | 121,926      |
| 3       | 5    | H/Advisors                                   | 53,534       | 80         | 31.9%          | 40,596       |
| 4       | 13   | ICR Inc                                      | 43,369       | 25         | 242.4%         | 12,667       |
| 5       | 3    | FTI Consulting Group Ltd                     | 41,518       | 82         | -8.6%          | 45,445       |
| 6       | 8    | Joele Frank Wilkinson Brimmer Katcher        | 41,496       | 19         | 80.6%          | 22,973       |
| 7       | 4    | Headland Consultancy Ltd                     | 41,319       | 48         | -6.9%          | 44,391       |
| 8       | 7    | Teneo                                        | 35,130       | 36         | 28.3%          | 27,383       |
| 9       | 20   | Edelman                                      | 33,389       | 22         | 556.9%         | 5,083        |
| 10      | 6    | Prosek Partners LLC                          | 26,927       | 58         | -27.0%         | 36,870       |
| 11      | 14   | Citigate Dewe Rogerson Ltd                   | 21,309       | 10         | 78.0%          | 11,971       |
| 12      | 26   | Kreab AB                                     | 20,911       | 5          | 472.9%         | 3,650        |
| 13      | 16   | Sodali & Co                                  | 20,646       | 28         | 123.3%         | 9,246        |
| 14      | 17   | Greenbrook Advisory                          | 19,927       | 55         | 138.5%         | 8,357        |
| 15      | 15   | Community (part of Excellera Advisory Group) | 16,570       | 8          | 72.1%          | 9,625        |
| 16      | 9    | Kekst CNC                                    | 12,344       | 23         | -45.1%         | 22,464       |
| 17      | -    | Argot Partners LLC                           | 11,169       | 2          | -              | -            |
| 18      | -    | Ten Bridge Communications Inc                | 11,078       | 1          | -              | -            |
| 19      | 112  | Apella Advisors                              | 10,907       | 11         | 543869.1%      | 2            |
| 20      | 22   | LLYC                                         | 10,768       | 9          | 125.7%         | 4,772        |

### UK rankings by deal count

| Ranking |      | Company Name                            | 2025         |            | Count Change | 2024       |
|---------|------|-----------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 |                                         | Value (USDm) | Deal Count |              | Deal Count |
| 1       | 1    | Brunswick Group                         | 195,340      | 103        | 2            | 101        |
| 2       | 2    | FGS Global                              | 126,551      | 102        | 4            | 98         |
| 3       | 3    | FTI Consulting Group Ltd                | 41,518       | 82         | -5           | 87         |
| 4       | 3    | H/Advisors                              | 53,534       | 80         | -7           | 87         |
| 5       | 5    | Prosek Partners LLC                     | 26,927       | 58         | 3            | 55         |
| 6       | 8    | Citypress                               | 1,680        | 57         | 10           | 47         |
| 7       | 9    | Greenbrook Advisory                     | 19,927       | 55         | 14           | 41         |
| 8       | 10   | Headland Consultancy Ltd                | 41,319       | 48         | 10           | 38         |
| 9=      | 12   | Teneo                                   | 35,130       | 36         | 2            | 34         |
| 9=      | 7    | MHP Group Ltd                           | 5,951        | 36         | -12          | 48         |
| 11      | 6    | Sodali & Co                             | 20,646       | 28         | -26          | 54         |
| 12      | 23   | ICR Inc                                 | 43,369       | 25         | 11           | 14         |
| 13      | 11   | Kekst CNC                               | 12,344       | 23         | -12          | 35         |
| 14      | 19   | Edelman                                 | 33,389       | 22         | 6            | 16         |
| 15      | 21   | Joele Frank Wilkinson Brimmer Katcher   | 41,496       | 19         | 4            | 15         |
| 16      | 14   | Petal & Co                              | 97           | 17         | -4           | 21         |
| 17      | 16   | Burson Buchanan Ltd                     | 5,247        | 16         | -3           | 19         |
| 18=     | 52   | Jahrreiss Communications GmbH           | 10,271       | 15         | 12           | 3          |
| 18=     | 41   | Charles Barker Corporate Communications | 4,347        | 15         | 10           | 5          |
| 18=     | -    | MC2                                     | 39           | 15         | 15           | 0          |

## EMEA Advisory Rankings

### Ireland rankings by value

| Ranking |      |                                         | 2025         |            |                | 2024         |
|---------|------|-----------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                            | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 17   | Brunswick Group                         | 6,712        | 6          | 3891.2%        | 168.17       |
| 2       | 13   | Sodali & Co                             | 5,308        | 8          | 1053.9%        | 460.00       |
| 3       | 3    | FTI Consulting Group Ltd                | 5,137        | 6          | 8.2%           | 4,748.72     |
| 4       | 7    | H/Advisors                              | 4,897        | 6          | 163.2%         | 1,860.24     |
| 5       | 10   | Joele Frank Wilkinson Brimmer Katcher   | 4,208        | 2          | 355.0%         | 925.00       |
| 6       | -    | Reevemark LLC                           | 3,933        | 1          | -              | -            |
| 7       | 1    | FGS Global                              | 3,290        | 10         | -76.8%         | 14,153.99    |
| 8       | 6    | LLYC                                    | 3,190        | 2          | 44.8%          | 2,202.16     |
| 9       | -    | Charles Barker Corporate Communications | 2,926        | 1          | -              | -            |
| 10      | 5    | MHP Group Ltd                           | 2,135        | 1          | -22.0%         | 2,736.28     |

### Germany rankings by value

| Ranking |      |                                                        | 2025         |            | 2024           |              |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                                             | 61,062       | 60         | -16.2%         | 72,835       |
| 2       | 2    | Brunswick Group                                        | 46,295       | 18         | 7.8%           | 42,931       |
| 3       | 3    | FTI Consulting Group Ltd                               | 32,910       | 16         | 40.3%          | 23,462       |
| 4       | 14   | H/Advisors                                             | 21,582       | 18         | 533.3%         | 3,408        |
| 5       | 8    | Kekst CNC                                              | 18,346       | 29         | 41.4%          | 12,979       |
| 6       | 21   | Plead Agency                                           | 16,258       | 8          | 750.0%         | 1,913        |
| 7       | 18   | Community (part of Excellera Advisory Group)           | 14,409       | 9          | 550.6%         | 2,215        |
| 8       | 5    | LLYC                                                   | 13,142       | 6          | -20.4%         | 16,517       |
| 9       | 16   | Barabino & Partners (part of Excellera Advisory Group) | 12,740       | 9          | 371.6%         | 2,702        |
| 10      | 12   | Charles Barker Corporate Communications                | 9,007        | 13         | 112.8%         | 4,232        |

### Ireland rankings by deal count

| Ranking |      |                                       | 2025         |            | 2024         |            |
|---------|------|---------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | Drury Communications Ltd              | 2,133        | 12         | -4           | 16         |
| 2       | 3    | FGS Global                            | 3,290        | 10         | 3            | 7          |
| 3       | 10   | Sodali & Co                           | 5,308        | 8          | 6            | 2          |
| 4=      | 6    | Brunswick Group                       | 6,712        | 6          | 2            | 4          |
| 4=      | 2    | FTI Consulting Group Ltd              | 5,137        | 6          | -3           | 9          |
| 4=      | 4    | H/Advisors                            | 4,897        | 6          | 1            | 5          |
| 7=      | 20   | Joele Frank Wilkinson Brimmer Katcher | 4,208        | 2          | 1            | 1          |
| 7=      | 20   | LLYC                                  | 3,190        | 2          | 1            | 1          |
| 7=      | 20   | Ad Hoc Communication Advisors Srl     | 1,403        | 2          | 1            | 1          |
| 7=      | -    | Chris Tofalli Public Relations LLC    | -            | 2          | 2            | 0          |

### Germany rankings by deal count

| Ranking |      |                                         | 2025         |            | 2024         |            |
|---------|------|-----------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                            | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 2    | FGS Global                              | 61,062       | 60         | 15           | 45         |
| 2       | 1    | IWK GmbH                                | 1,160        | 36         | -34          | 70         |
| 3       | 3    | Kekst CNC                               | 18,346       | 29         | -12          | 41         |
| 4       | 7    | Prosek Partners LLC                     | 2,484        | 24         | 10           | 14         |
| 5=      | 5    | Brunswick Group                         | 46,295       | 18         | 0            | 18         |
| 5=      | 9    | H/Advisors                              | 21,582       | 18         | 8            | 10         |
| 7       | 4    | FTI Consulting Group Ltd                | 32,910       | 16         | -7           | 23         |
| 8       | 6    | Jahrreiss Communications GmbH           | 2,391        | 15         | -2           | 17         |
| 9       | 10   | Charles Barker Corporate Communications | 9,007        | 13         | 5            | 8          |
| 10      | 14   | Taddeo                                  | 2,190        | 10         | 5            | 5          |

## EMEA Advisory Rankings

### France rankings by value

| Ranking |      | 2025                                         |              |            | 2024           |              |
|---------|------|----------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                 | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | H/Advisors                                   | 78,604       | 98         | 52.4%          | 51,575       |
| 2       | 2    | Brunswick Group                              | 54,845       | 37         | 11.9%          | 48,991       |
| 3       | 13   | FGS Global                                   | 50,453       | 22         | 593.6%         | 7,275        |
| 4       | 4    | Taddeo                                       | 36,326       | 65         | 72.7%          | 21,032       |
| 5       | 48   | ICR Inc                                      | 26,982       | 4          | 8566.5%        | 311          |
| 6       | 8    | Headland Consultancy Ltd                     | 26,710       | 42         | 156.0%         | 10,432       |
| 7       | 5    | Plead Agency                                 | 23,367       | 40         | 14.2%          | 20,454       |
| 8       | 11   | LLYC                                         | 20,998       | 23         | 158.1%         | 8,135        |
| 9       | 25   | Citigate Dewe Rogerson Ltd                   | 20,068       | 28         | 836.0%         | 2,144        |
| 10      | 53   | Kreab AB                                     | 20,043       | 8          | 12610.3%       | 158          |
| 11      | 16   | Greenbrook Advisory                          | 18,043       | 20         | 228.2%         | 5,497        |
| 12      | 3    | Image 7                                      | 15,420       | 33         | -46.1%         | 28,605       |
| 13      | 24   | Joele Frank Wilkinson Brimmer Katcher        | 12,820       | 4          | 497.7%         | 2,145        |
| 14      | 14   | FTI Consulting Group Ltd                     | 11,229       | 13         | 70.3%          | 6,592        |
| 15      | 40   | Charles Barker Corporate Communications      | 10,748       | 15         | 1553.6%        | 650          |
| 16      | 9    | Prosek Partners LLC                          | 10,021       | 35         | -3.8%          | 10,418       |
| 17      | 7    | Primatice Conseil                            | 9,528        | 16         | -16.6%         | 11,419       |
| 18      | 30   | CTCom                                        | 6,845        | 36         | 286.7%         | 1,770        |
| 19      | 58   | MHP Group Ltd                                | 5,952        | 3          | 8021.5%        | 73           |
| 20      | 17   | Community (part of Excellera Advisory Group) | 5,554        | 14         | 52.2%          | 3,649        |

### France rankings by deal count

| Ranking |      | 2025                                                   |              |            | 2024         |            |
|---------|------|--------------------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 2    | H/Advisors                                             | 78,604       | 98         | 40           | 58         |
| 2       | 4    | Taddeo                                                 | 36,326       | 65         | 23           | 42         |
| 3       | 6    | Headland Consultancy Ltd                               | 26,710       | 42         | 4            | 38         |
| 4       | 27   | Plead Agency                                           | 23,367       | 40         | 35           | 5          |
| 5       | 1    | Brunswick Group                                        | 54,845       | 37         | -25          | 62         |
| 6       | 7    | CTCom                                                  | 6,845        | 36         | 0            | 36         |
| 7       | 10   | Prosek Partners LLC                                    | 10,021       | 35         | 10           | 25         |
| 8       | 3    | Image 7                                                | 15,420       | 33         | -17          | 50         |
| 9       | 5    | Citigate Dewe Rogerson Ltd                             | 20,068       | 28         | -12          | 40         |
| 10=     | 13   | LLYC                                                   | 20,998       | 23         | 1            | 22         |
| 10=     | 8    | Kable Communication                                    | 105          | 23         | -7           | 30         |
| 12      | 17   | FGS Global                                             | 50,453       | 22         | 10           | 12         |
| 13      | 21   | Greenbrook Advisory                                    | 18,043       | 20         | 11           | 9          |
| 14      | 12   | Primatice Conseil                                      | 9,528        | 16         | -8           | 24         |
| 15      | 32   | Charles Barker Corporate Communications                | 10,748       | 15         | 11           | 4          |
| 16=     | 14   | Community (part of Excellera Advisory Group)           | 5,554        | 14         | -2           | 16         |
| 16=     | 10   | Verbatee                                               | 436          | 14         | -11          | 25         |
| 18=     | 17   | FTI Consulting Group Ltd                               | 11,229       | 13         | 1            | 12         |
| 18=     | 27   | Shan                                                   | 38           | 13         | 8            | 5          |
| 20      | 19   | Barabino & Partners (part of Excellera Advisory Group) | 2,297        | 12         | 1            | 11         |

## EMEA Advisory Rankings

### Spain rankings by value

| Ranking |      |                            | 2025         |            | 2024           |              |
|---------|------|----------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name               | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 5    | Brunswick Group            | 33,780       | 8          | 391.3%         | 6,875        |
| 2       | 18   | ICR Inc                    | 32,909       | 6          | 6740.1%        | 481          |
| 3       | 2    | FGS Global                 | 29,077       | 10         | 197.2%         | 9,784        |
| 4       | 7    | Kreab AB                   | 24,487       | 54         | 355.1%         | 5,380        |
| 5       | 1    | LLYC                       | 22,478       | 43         | 105.9%         | 10,919       |
| 6       | -    | Citigate Dewe Rogerson Ltd | 19,358       | 1          | -              | -            |
| 7       | 3    | Roman                      | 13,831       | 38         | 42.8%          | 9,683        |
| 8       | 4    | Grupo Albion               | 9,962        | 11         | 12.0%          | 8,898        |
| 9       | 6    | Harmon                     | 9,515        | 46         | 73.6%          | 5,481        |
| 10      | 13   | H/Advisors                 | 8,519        | 20         | 277.1%         | 2,259        |

### Italy rankings by value

| Ranking |      |                                                        | 2025         |            | 2024           |              |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 7    | FGS Global                                             | 28,066       | 15         | 338.3%         | 6,404        |
| 2       | 2    | Community (part of Excellera Advisory Group)           | 26,367       | 64         | 29.6%          | 20,350       |
| 3       | 4    | Image Building Srl                                     | 23,064       | 42         | 74.7%          | 13,204       |
| 4       | 16   | ICR Inc                                                | 15,647       | 4          | 1618.7%        | 910          |
| 5       | 12   | Tancredi Intelligent Communication Ltd                 | 15,008       | 3          | 365.4%         | 3,224        |
| 6       | 10   | H/Advisors                                             | 8,003        | 17         | 48.7%          | 5,381        |
| 7       | 1    | Barabino & Partners (part of Excellera Advisory Group) | 7,540        | 104        | -72.5%         | 27,458       |
| 8       | 3    | Headland Consultancy Ltd                               | 7,241        | 9          | -45.7%         | 13,335       |
| 9       | -    | Plead Agency                                           | 6,222        | 1          | -              | -            |
| 10      | 6    | LLYC                                                   | 5,240        | 8          | -30.8%         | 7,578        |

### Spain rankings by deal count

| Ranking |      |                          | 2025         |            | Count Change | 2024       |
|---------|------|--------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name             | Value (USDm) | Deal Count |              | Deal Count |
| 1       | 1    | Kreab AB                 | 24,487       | 54         | -5           | 59         |
| 2       | 4    | Harmon                   | 9,515        | 46         | 19           | 27         |
| 3       | 3    | LLYC                     | 22,478       | 43         | -4           | 47         |
| 4       | 2    | Roman                    | 13,831       | 38         | -11          | 49         |
| 5       | 7    | H/Advisors               | 8,519        | 20         | 9            | 11         |
| 6       | 6    | Atrevia Corporacion SLU  | 4,721        | 16         | 4            | 12         |
| 7       | 8    | Grupo Albion             | 9,962        | 11         | 1            | 10         |
| 8       | 5    | FGS Global               | 29,077       | 10         | -8           | 18         |
| 9=      | 9    | Brunswick Group          | 33,780       | 8          | 0            | 8          |
| 9=      | 11   | Headland Consultancy Ltd | 6,213        | 8          | 3            | 5          |

### Italy rankings by deal count

| Ranking |      |                                                        | 2025         |            | 2024         |            |
|---------|------|--------------------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | Barabino & Partners (part of Excellera Advisory Group) | 7,540        | 104        | -23          | 127        |
| 2       | 2    | Community (part of Excellera Advisory Group)           | 26,367       | 64         | -15          | 79         |
| 3       | 3    | Image Building Srl                                     | 23,064       | 42         | -8           | 50         |
| 4       | 4    | Close To Media SRL                                     | 410          | 39         | 3            | 36         |
| 5       | 5    | Ad Hoc Communication Advisors Srl                      | 3,280        | 31         | -4           | 35         |
| 6       | 7    | H/Advisors                                             | 8,003        | 17         | 6            | 11         |
| 7=      | 11   | FGS Global                                             | 28,066       | 15         | 9            | 6          |
| 7=      | 13   | Jahrreiss Communications GmbH                          | 1,949        | 15         | 10           | 5          |
| 9       | 25   | Greenbrook Advisory                                    | 3,484        | 12         | 10           | 2          |
| 10      | 9    | Brunswick Group                                        | 5,059        | 10         | 0            | 10         |

## EMEA Advisory Rankings

### Nordics rankings by value

| Ranking |      | 2025                                  |              |            | 2024           |              |
|---------|------|---------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 2    | Brunswick Group                       | 26,038       | 18         | -27.5%         | 35,891       |
| 2       | 1    | FGS Global                            | 22,949       | 23         | -60.6%         | 58,208       |
| 3       | 3    | H/Advisors                            | 12,372       | 17         | -50.6%         | 25,059       |
| 4       | 4    | Joele Frank Wilkinson Brimmer Katcher | 9,803        | 4          | -51.8%         | 20,341       |
| 5       | 18   | ICR Inc                               | 7,843        | 5          | 197.5%         | 2,636        |
| 6       | 7    | Fogel & Partners                      | 7,187        | 21         | -46.0%         | 13,307       |
| 7       | 6    | Kekst CNC                             | 5,258        | 10         | -61.2%         | 13,540       |
| 8       | 10   | Prosek Partners LLC                   | 4,738        | 11         | -13.2%         | 5,461        |
| 9       | 37   | Teneo                                 | 4,536        | 3          | 2351.7%        | 185          |
| 10      | 29   | First House                           | 3,385        | 2          | 479.5%         | 584          |

### MEA rankings by value

| Ranking |      | 2025                      |              |            | 2024           |              |
|---------|------|---------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name              | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 2    | FGS Global                | 164,611      | 19         | 380.4%         | 34,264       |
| 2       | 3    | Teneo                     | 93,361       | 21         | 411.1%         | 18,267       |
| 3       | 9    | Edelman                   | 62,565       | 16         | 1980.8%        | 3,007        |
| 4       | 6    | FTI Consulting Group Ltd  | 59,912       | 4          | 806.1%         | 6,612        |
| 5       | 1    | Brunswick Group           | 54,783       | 15         | 44.3%          | 37,973       |
| 6       | 14   | Prosek Partners LLC       | 15,695       | 6          | 1130.6%        | 1,275        |
| 7       | 54   | Weber Shandwick Worldwide | 9,656        | 4          | -              | -            |
| 8       | 10   | H/Advisors                | 6,683        | 9          | 183.7%         | 2,356        |
| 9       | -    | SEC Newgate SpA           | 3,788        | 2          | -              | -            |
| 10      | 20   | ICR Inc                   | 3,156        | 8          | 309.3%         | 771          |

### Nordics rankings by deal count

| Ranking |      | 2025                     |              |            | 2024         |            |
|---------|------|--------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name             | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 3    | FGS Global               | 22,949       | 23         | 1            | 22         |
| 2       | 2    | Fogel & Partners         | 7,187        | 21         | -9           | 30         |
| 3       | 3    | Brunswick Group          | 26,038       | 18         | -4           | 22         |
| 4       | 7    | H/Advisors               | 12,372       | 17         | 4            | 13         |
| 5       | 8    | Prosek Partners LLC      | 4,738        | 11         | 1            | 10         |
| 6       | 1    | Kekst CNC                | 5,258        | 10         | -24          | 34         |
| 7=      | 10   | FTI Consulting Group Ltd | 2,801        | 6          | -3           | 9          |
| 7=      | 8    | Greenbrook Advisory      | 947          | 6          | -4           | 10         |
| 9=      | 13   | ICR Inc                  | 7,843        | 5          | 1            | 4          |
| 9=      | 18   | Headland Consultancy Ltd | 2,565        | 5          | 2            | 3          |

### MEA rankings by deal count

| Ranking |      | 2025                     |              |            | 2024         |            |
|---------|------|--------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name             | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 6    | Teneo                    | 93,361       | 21         | 13           | 8          |
| 2       | 1    | FGS Global               | 164,611      | 19         | -2           | 21         |
| 3       | 3    | Edelman                  | 62,565       | 16         | 6            | 10         |
| 4       | 2    | Brunswick Group          | 54,783       | 15         | -4           | 19         |
| 5       | 6    | H/Advisors               | 6,683        | 9          | 1            | 8          |
| 6       | 11   | ICR Inc                  | 3,156        | 8          | 5            | 3          |
| 7=      | 6    | Prosek Partners LLC      | 15,695       | 6          | -2           | 8          |
| 7=      | 15   | Headland Consultancy Ltd | 1,681        | 6          | 4            | 2          |
| 7=      | 4    | Kekst CNC                | 512          | 6          | -3           | 9          |
| 10      | 4    | FTI Consulting Group Ltd | 59,912       | 4          | -5           | 9          |

## Americas Advisory Rankings

### Americas rankings by value

| Ranking |      |                                                        | 2025         |            |                | 2024         |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                                             | 967,360      | 359        | 71.7%          | 563,256      |
| 2       | 2    | Joele Frank Wilkinson Brimmer Katcher                  | 890,682      | 254        | 75.0%          | 508,898      |
| 3       | 3    | Brunswick Group                                        | 574,328      | 118        | 52.2%          | 377,304      |
| 4       | 4    | Prosek Partners LLC                                    | 227,900      | 308        | 11.0%          | 205,296      |
| 5       | 6    | ICR Inc                                                | 216,637      | 154        | 61.2%          | 134,400      |
| 6       | 12   | Edelman                                                | 186,920      | 96         | 290.7%         | 47,845       |
| 7       | 9    | FTI Consulting Group Ltd                               | 175,208      | 109        | 63.9%          | 106,869      |
| 8       | 7    | Teneo                                                  | 158,614      | 52         | 25.9%          | 126,028      |
| 9       | 5    | H/Advisors                                             | 133,777      | 170        | -31.6%         | 195,584      |
| 10      | 16   | Community (part of Excellera Advisory Group)           | 124,181      | 21         | 212.0%         | 39,800       |
| 11      | 8    | Kekst CNC                                              | 93,518       | 108        | -15.6%         | 110,853      |
| 12      | 17   | Barabino & Partners (part of Excellera Advisory Group) | 72,242       | 24         | 83.7%          | 39,322       |
| 13      | 19   | Collected Strategies LLC                               | 67,464       | 26         | 135.9%         | 28,597       |
| 14      | 10   | Headland Consultancy Ltd                               | 54,849       | 28         | 10.2%          | 49,779       |
| 15      | 30   | LLYC                                                   | 43,184       | 72         | 254.2%         | 12,192       |
| 16      | 18   | Sodali & Co                                            | 39,729       | 38         | 25.6%          | 31,635       |
| 17      | 15   | Stanton Public Relations & Marketing LLC               | 33,055       | 105        | -18.9%         | 40,738       |
| 18      | 34   | Plead Agency                                           | 31,038       | 18         | 232.7%         | 9,329        |
| 19      | 24   | Gladstone Place Partners LLC                           | 27,896       | 5          | 53.5%          | 18,169       |
| 20      | 39   | Jahrreiss Communications GmbH                          | 26,760       | 29         | 283.5%         | 6,979        |

### Americas rankings by deal count

| Ranking |      |                                          | 2025         |            | 2024         |            |
|---------|------|------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                             | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                               | 967,360      | 359        | -8           | 367        |
| 2       | 2    | Prosek Partners LLC                      | 227,900      | 308        | -34          | 342        |
| 3       | 3    | Joele Frank Wilkinson Brimmer Katcher    | 890,682      | 254        | 8            | 246        |
| 4       | 5    | H/Advisors                               | 133,777      | 170        | 13           | 157        |
| 5       | 8    | ICR Inc                                  | 216,637      | 154        | 42           | 112        |
| 6       | 4    | Brunswick Group                          | 574,328      | 118        | -56          | 174        |
| 7       | 11   | FTI Consulting Group Ltd                 | 175,208      | 109        | 31           | 78         |
| 8       | 6    | Kekst CNC                                | 93,518       | 108        | -24          | 132        |
| 9       | 9    | Stanton Public Relations & Marketing LLC | 33,055       | 105        | 9            | 96         |
| 10      | 10   | Edelman                                  | 186,920      | 96         | 8            | 88         |
| 11      | 7    | LLYC                                     | 43,184       | 72         | -42          | 114        |
| 12      | 12   | Gregory                                  | 3,579        | 64         | -5           | 69         |
| 13      | 13   | Teneo                                    | 158,614      | 52         | 8            | 44         |
| 14      | 17   | Sodali & Co                              | 39,729       | 38         | 11           | 27         |
| 15      | 15   | Gasthalter & Co                          | 17,128       | 37         | 4            | 33         |
| 16      | 20   | Greenbrook Advisory                      | 17,011       | 32         | 7            | 25         |
| 17=     | 50   | Jahreiss Communications GmbH             | 26,760       | 29         | 22           | 7          |
| 17=     | 38   | StreetCred PR                            | 1,092        | 29         | 19           | 10         |
| 19      | 16   | Headland Consultancy Ltd                 | 54,849       | 28         | 0            | 28         |
| 20      | 14   | Sloane & Co                              | 6,027        | 27         | -9           | 36         |

## Americas Advisory Rankings

### US rankings by value

| Ranking |      | 2025                                                   |              |            | 2024           |              |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                                             | 909,837      | 343        | 69.7%          | 536,175      |
| 2       | 2    | Joele Frank Wilkinson Brimmer Katcher                  | 864,429      | 250        | 70.2%          | 507,779      |
| 3       | 3    | Brunswick Group                                        | 481,789      | 107        | 37.9%          | 349,404      |
| 4       | 4    | Prosek Partners LLC                                    | 227,550      | 305        | 16.6%          | 195,194      |
| 5       | 6    | ICR Inc                                                | 214,594      | 149        | 60.6%          | 133,650      |
| 6       | 12   | Edelman                                                | 171,868      | 93         | 262.2%         | 47,445       |
| 7       | 8    | FTI Consulting Group Ltd                               | 171,128      | 95         | 62.4%          | 105,373      |
| 8       | 7    | Teneo                                                  | 131,450      | 42         | 13.8%          | 115,514      |
| 9       | 17   | Community (part of Excellera Advisory Group)           | 124,181      | 20         | 231.0%         | 37,513       |
| 10      | 5    | H/Advisors                                             | 113,213      | 150        | -38.2%         | 183,285      |
| 11      | 9    | Kekst CNC                                              | 84,425       | 98         | -9.8%          | 93,591       |
| 12      | 15   | Barabino & Partners (part of Excellera Advisory Group) | 72,013       | 22         | 83.5%          | 39,246       |
| 13      | 19   | Collected Strategies LLC                               | 67,464       | 26         | 135.9%         | 28,597       |
| 14      | 11   | Headland Consultancy Ltd                               | 52,010       | 24         | 9.6%           | 47,456       |
| 15      | 29   | LLYC                                                   | 42,589       | 67         | 249.3%         | 12,192       |
| 16      | 14   | Stanton Public Relations & Marketing LLC               | 32,986       | 104        | -17.5%         | 39,977       |
| 17      | 18   | Sodali & Co                                            | 31,961       | 32         | 2.4%           | 31,204       |
| 18      | 33   | Plead Agency                                           | 30,538       | 16         | 236.9%         | 9,066        |
| 19      | 23   | Gladstone Place Partners LLC                           | 27,896       | 5          | 53.5%          | 18,169       |
| 20      | 37   | Jahrreiss Communications GmbH                          | 22,364       | 28         | 220.5%         | 6,979        |

### US rankings by deal count

| Ranking |      | 2025                                     |              |            | 2024         |            |
|---------|------|------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                             | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                               | 909,837      | 343        | 2            | 341        |
| 2       | 2    | Prosek Partners LLC                      | 227,550      | 305        | -34          | 339        |
| 3       | 3    | Joele Frank Wilkinson Brimmer Katcher    | 864,429      | 250        | 9            | 241        |
| 4       | 4    | H/Advisors                               | 113,213      | 150        | -3           | 153        |
| 5       | 7    | ICR Inc                                  | 214,594      | 149        | 39           | 110        |
| 6       | 5    | Brunswick Group                          | 481,789      | 107        | -40          | 147        |
| 7       | 9    | Stanton Public Relations & Marketing LLC | 32,986       | 104        | 11           | 93         |
| 8       | 6    | Kekst CNC                                | 84,425       | 98         | -24          | 122        |
| 9       | 11   | FTI Consulting Group Ltd                 | 171,128      | 95         | 21           | 74         |
| 10      | 10   | Edelman                                  | 171,868      | 93         | 7            | 86         |
| 11      | 8    | LLYC                                     | 42,589       | 67         | -38          | 105        |
| 12      | 12   | Gregory                                  | 3,579        | 64         | -5           | 69         |
| 13      | 13   | Teneo                                    | 131,450      | 42         | 3            | 39         |
| 14      | 15   | Gasthalter & Co                          | 17,128       | 37         | 4            | 33         |
| 15      | 17   | Sodali & Co                              | 31,961       | 32         | 8            | 24         |
| 16=     | 17   | Greenbrook Advisory                      | 15,978       | 29         | 5            | 24         |
| 16=     | 37   | StreetCred PR                            | 1,092        | 29         | 20           | 9          |
| 18      | 47   | Jahrreiss Communications GmbH            | 22,364       | 28         | 21           | 7          |
| 19      | 14   | Sloane & Co                              | 6,027        | 27         | -9           | 36         |
| 20      | 16   | Collected Strategies LLC                 | 67,464       | 26         | 0            | 26         |

## Americas Advisory Rankings

### Canada rankings by value

| Ranking |      | 2025                                  |              |            | 2024           |              |
|---------|------|---------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                            | 109,692      | 42         | 30.6%          | 84,003       |
| 2       | 2    | Brunswick Group                       | 107,749      | 22         | 163.0%         | 40,964       |
| 3       | 5    | Teneo                                 | 40,799       | 13         | 110.4%         | 19,387       |
| 4       | 3    | Joele Frank Wilkinson Brimmer Katcher | 34,335       | 7          | -12.5%         | 39,252       |
| 5       | 9    | Edelman                               | 17,012       | 6          | 60.7%          | 10,589       |
| 6       | 6    | Prosek Partners LLC                   | 16,022       | 14         | -14.6%         | 18,767       |
| 7       | 4    | H/Advisors                            | 13,814       | 17         | -46.5%         | 25,797       |
| 8       | 15   | ICR Inc                               | 12,326       | 16         | 58.3%          | 7,785        |
| 9       | 34   | Sodali & Co                           | 7,920        | 6          | 2772.3%        | 276          |
| 10      | 7    | Kekst CNC                             | 7,573        | 15         | -44.8%         | 13,728       |

### Canada rankings by deal count

| Ranking |      | 2025                                  |              |            | 2024         |            |
|---------|------|---------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                            | 109,692      | 42         | -7           | 49         |
| 2       | 2    | Brunswick Group                       | 107,749      | 22         | -19          | 41         |
| 3       | 6    | H/Advisors                            | 13,814       | 17         | 6            | 11         |
| 4       | 11   | ICR Inc                               | 12,326       | 16         | 11           | 5          |
| 5       | 3    | Kekst CNC                             | 7,573        | 15         | -4           | 19         |
| 6=      | 5    | Prosek Partners LLC                   | 16,022       | 14         | -2           | 16         |
| 6=      | 8    | FTI Consulting Group Ltd              | 6,888        | 14         | 7            | 7          |
| 8       | 7    | Teneo                                 | 40,799       | 13         | 5            | 8          |
| 9       | 4    | Joele Frank Wilkinson Brimmer Katcher | 34,335       | 7          | -11          | 18         |
| 10      | 9    | Edelman                               | 17,012       | 6          | 0            | 6          |

### Latin America rankings by value

| Ranking |      | 2025                                  |              |            | 2024           |              |
|---------|------|---------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 14   | H/Advisors                            | 12,420       | 11         | 3469.6%        | 348          |
| 2       | -    | Plead Agency                          | 6,070        | 3          | -              | -            |
| 3       | 12   | Teneo                                 | 5,375        | 5          | 1382.0%        | 363          |
| 4       | -    | Atrevia Corporacion SLU               | 4,170        | 3          | -              | -            |
| 5       | 8    | Brunswick Group                       | 4,138        | 3          | 154.8%         | 1,624        |
| 6       | 1    | Joele Frank Wilkinson Brimmer Katcher | 3,892        | 4          | -46.7%         | 7,300        |
| 7       | -    | FTI Consulting Group Ltd              | 2,942        | 6          | -              | -            |
| 8       | 32   | Roman                                 | 2,198        | 3          | 41718.9%       | 5            |
| 9       | 23   | Hawthorn Advisors Ltd                 | 1,734        | 1          | 1476.4%        | 110          |
| 10      | 3    | FGS Global                            | 1,614        | 5          | -59.3%         | 3,970        |

### Latin America rankings by deal count

| Ranking |      | 2025                                  |              |            | 2024         |            |
|---------|------|---------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 13   | H/Advisors                            | 12,420       | 11         | 9            | 2          |
| 2       | -    | FTI Consulting Group Ltd              | 2,942        | 6          | 6            | 0          |
| 3=      | 19   | Teneo                                 | 5,375        | 5          | 4            | 1          |
| 3=      | 1    | FGS Global                            | 1,614        | 5          | -4           | 9          |
| 3=      | 5    | Kreab AB                              | 549          | 5          | 0            | 5          |
| 6=      | 2    | Joele Frank Wilkinson Brimmer Katcher | 3,892        | 4          | -4           | 8          |
| 6=      | 8    | Prosek Partners LLC                   | 1,372        | 4          | 1            | 3          |
| 8=      | -    | Plead Agency                          | 6,070        | 3          | 3            | 0          |
| 8=      | -    | Atrevia Corporacion SLU               | 4,170        | 3          | 3            | 0          |
| 8=      | 2    | Brunswick Group                       | 4,138        | 3          | -5           | 8          |

## Asia Pacific Advisory Rankings

### Asia Pacific (excl. Japan) rankings by value

| Ranking |      | Company Name                                           | 2025         |            | % Value Change | 2024         |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 |                                                        | Value (USDm) | Deal Count |                | Value (USDm) |
| 1       | 1    | Brunswick Group                                        | 64,751       | 24         | 46.8%          | 44,106       |
| 2       | 2    | FGS Global                                             | 35,851       | 84         | -16.2%         | 42,795       |
| 3       | 5    | EverBloom Investment Consulting Ltd Co                 | 32,968       | 26         | 33.7%          | 24,653       |
| 4       | 25   | Community (part of Excellera Advisory Group)           | 28,227       | 7          | 968.6%         | 2,642        |
| 5       | 4    | GRACosway Pty Ltd                                      | 26,202       | 28         | -10.4%         | 29,247       |
| 6       | 7    | Sodali & Co                                            | 24,716       | 55         | 48.7%          | 16,616       |
| 7       | 91   | Barabino & Partners (part of Excellera Advisory Group) | 19,212       | 3          | -              | -            |
| 8       | 3    | FTI Consulting Group Ltd                               | 17,944       | 15         | -38.6%         | 29,249       |
| 9       | 13   | ICR Inc                                                | 16,449       | 18         | 86.6%          | 8,816        |
| 10      | 34   | LLYC                                                   | 8,411        | 8          | 607.5%         | 1,189        |
| 11      | 12   | Teneo                                                  | 8,248        | 14         | -11.9%         | 9,367        |
| 12      | 14   | Edelman                                                | 7,653        | 10         | 3.2%           | 7,417        |
| 13      | 16   | SEC Newgate SpA                                        | 6,897        | 10         | 5.5%           | 6,537        |
| 14      | 17   | Prosek Partners LLC                                    | 6,758        | 15         | 12.5%          | 6,008        |
| 15      | 42   | MHP Group Ltd                                          | 6,584        | 3          | 1140.9%        | 531          |
| 16      | 22   | Primatice Conseil                                      | 6,327        | 1          | 116.9%         | 2,917        |
| 17      | -    | CTCom                                                  | 5,952        | 1          | -              | -            |
| 18      | 15   | Kekst CNC                                              | 5,853        | 10         | -12.1%         | 6,660        |
| 19      | -    | Charles Barker Corporate Communications                | 5,742        | 2          | -              | -            |
| 20      | 22   | Taddeo                                                 | 5,675        | 5          | 94.5%          | 2,917        |

### Asia Pacific (excl. Japan) rankings by deal count

| Ranking |      | Company Name                                 | 2025         |            | Count Change | 2024       |
|---------|------|----------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 |                                              | Value (USDm) | Deal Count |              | Deal Count |
| 1       | 1    | FGS Global                                   | 35,851       | 84         | 18           | 66         |
| 2       | 2    | Sodali & Co                                  | 24,716       | 55         | 9            | 46         |
| 3       | 6    | GRACosway Pty Ltd                            | 26,202       | 28         | 8            | 20         |
| 4       | 9    | EverBloom Investment Consulting Ltd Co       | 32,968       | 26         | 13           | 13         |
| 5       | 4    | Brunswick Group                              | 64,751       | 24         | -11          | 35         |
| 6       | 12   | ICR Inc                                      | 16,449       | 18         | 9            | 9          |
| 7       | 8    | Citigate Dewe Rogerson Ltd                   | 4,472        | 16         | 0            | 16         |
| 8=      | 3    | FTI Consulting Group Ltd                     | 17,944       | 15         | -21          | 36         |
| 8=      | 11   | Prosek Partners LLC                          | 6,758        | 15         | 5            | 10         |
| 10=     | 17   | Teneo                                        | 8,248        | 14         | 9            | 5          |
| 10=     | 14   | Adfactors PR Pvt Ltd                         | 5,454        | 14         | 7            | 7          |
| 10=     | 22   | NWR Communications                           | 424          | 14         | 11           | 3          |
| 13      | 5    | H/Advisors                                   | 2,730        | 13         | -11          | 24         |
| 14=     | 15   | Edelman                                      | 7,653        | 10         | 4            | 6          |
| 14=     | 10   | SEC Newgate SpA                              | 6,897        | 10         | -2           | 12         |
| 14=     | 7    | Kekst CNC                                    | 5,853        | 10         | -7           | 17         |
| 14=     | 44   | Read Corporate                               | 1,810        | 10         | 9            | 1          |
| 18      | 17   | LLYC                                         | 8,411        | 8          | 3            | 5          |
| 19      | 20   | Community (part of Excellera Advisory Group) | 28,227       | 7          | 3            | 4          |
| 20      | 30   | Fivemark Partners                            | 1,359        | 6          | 4            | 2          |

## Asia Pacific Advisory Rankings

### Asia (excl. Australasia & Japan) rankings by value

| Ranking |      | Company Name                                           | 2025         |            |                | 2024         |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 |                                                        | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 2    | Brunswick Group                                        | 64,213       | 21         | 65.9%          | 38,713       |
| 2       | 4    | EverBloom Investment Consulting Ltd Co                 | 32,968       | 26         | 33.7%          | 24,653       |
| 3       | 1    | FGS Global                                             | 29,613       | 67         | -26.1%         | 40,099       |
| 4       | 30   | Community (part of Excellera Advisory Group)           | 28,227       | 7          | 5357.3%        | 517          |
| 5       | 58   | Barabino & Partners (part of Excellera Advisory Group) | 19,212       | 3          | -              | -            |
| 6       | 17   | ICR Inc                                                | 14,262       | 11         | 636.4%         | 1,937        |
| 7       | 21   | LLYC                                                   | 7,784        | 7          | 554.7%         | 1,189        |
| 8       | 58   | MHP Group Ltd                                          | 6,584        | 3          | -              | -            |
| 9       | -    | Primatice Conseil                                      | 6,327        | 1          | -              | -            |
| 10      | -    | CTCom                                                  | 5,952        | 1          | -              | -            |
| 11      | -    | Charles Barker Corporate Communications                | 5,742        | 2          | -              | -            |
| 12      | 28   | Edelman                                                | 5,721        | 8          | 664.3%         | 749          |
| 13      | 16   | Adfactors PR Pvt Ltd                                   | 5,454        | 14         | 167.3%         | 2,040        |
| 14      | 29   | Sodali & Co                                            | 5,037        | 3          | 753.5%         | 590          |
| 15      | 3    | FTI Consulting Group Ltd                               | 4,834        | 5          | -81.7%         | 26,378       |
| 16      | 8    | Teneo                                                  | 4,734        | 10         | -26.3%         | 6,426        |
| 17      | 23   | GRACosway Pty Ltd                                      | 4,519        | 4          | 368.5%         | 964          |
| 18      | 11   | Kekst CNC                                              | 4,341        | 7          | 31.1%          | 3,311        |
| 19      | -    | Plead Agency                                           | 3,783        | 2          | -              | -            |
| 20      | 9    | Prosek Partners LLC                                    | 3,780        | 8          | -35.0%         | 5,818        |

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

| Ranking |      | Company Name                                           | 2025         |            |              | 2024       |
|---------|------|--------------------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 |                                                        | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                                             | 29,613       | 67         | 7            | 60         |
| 2       | 5    | EverBloom Investment Consulting Ltd Co                 | 32,968       | 26         | 13           | 13         |
| 3       | 2    | Brunswick Group                                        | 64,213       | 21         | -8           | 29         |
| 4       | 9    | Adfactors PR Pvt Ltd                                   | 5,454        | 14         | 7            | 7          |
| 5       | 4    | H/Advisors                                             | 2,730        | 13         | -3           | 16         |
| 6       | 7    | Citigate Dewe Rogerson Ltd                             | 3,314        | 12         | 0            | 12         |
| 7       | 9    | ICR Inc                                                | 14,262       | 11         | 4            | 7          |
| 8       | 16   | Teneo                                                  | 4,734        | 10         | 7            | 3          |
| 9=      | 12   | Edelman                                                | 5,721        | 8          | 3            | 5          |
| 9=      | 8    | Prosek Partners LLC                                    | 3,780        | 8          | 0            | 8          |
| 11=     | 22   | Community (part of Excellera Advisory Group)           | 28,227       | 7          | 5            | 2          |
| 11=     | 14   | LLYC                                                   | 7,784        | 7          | 3            | 4          |
| 11=     | 5    | Kekst CNC                                              | 4,341        | 7          | -6           | 13         |
| 14      | 36   | Strategic Growth Advisors Pvt Ltd                      | 144          | 6          | 5            | 1          |
| 15      | 3    | FTI Consulting Group Ltd                               | 4,834        | 5          | -18          | 23         |
| 16=     | 16   | GRACosway Pty Ltd                                      | 4,519        | 4          | 1            | 3          |
| 16=     | -    | Taddeo                                                 | 3,432        | 4          | 4            | 0          |
| 16=     | 16   | Christensen Advisory                                   | 2,098        | 4          | 1            | 3          |
| 16=     | 11   | SEC Newgate SpA                                        | 1,978        | 4          | -2           | 6          |
| 20      | 22   | Barabino & Partners (part of Excellera Advisory Group) | 19,212       | 3          | 1            | 2          |

## Asia Pacific Advisory Rankings

### Japan rankings by value

| Ranking |      | 2025                                     |              |            | 2024           |              |
|---------|------|------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                             | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | FGS Global                               | 109,508      | 38         | 598.7%         | 15,672       |
| 2       | 3    | Joele Frank Wilkinson Brimmer Katcher    | 35,245       | 7          | 238.9%         | 10,399       |
| 3       | 2    | Kekst CNC                                | 26,775       | 34         | 135.2%         | 11,385       |
| 4       | 14   | FTI Consulting Group Ltd                 | 15,055       | 10         | 937.4%         | 1,451        |
| 5       | 18   | Fogel & Partners                         | 10,750       | 1          | 871.4%         | 1,107        |
| 6       | 13   | Brunswick Group                          | 6,567        | 3          | 181.4%         | 2,333        |
| 7       | 10   | Taddeo                                   | 3,535        | 2          | 1.0%           | 3,500        |
| 8       | -    | Stanton Public Relations & Marketing LLC | 3,363        | 3          | -              | -            |
| 9       | 9    | Headland Consultancy Ltd                 | 2,900        | 3          | -33.3%         | 4,350        |
| 10      | 23   | Edelman                                  | 2,300        | 2          | 6116.2%        | 37           |

### Japan rankings by deal count

| Ranking |      | 2025                                     |              |            | 2024         |            |
|---------|------|------------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                             | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                               | 109,508      | 38         | 18           | 20         |
| 2       | 2    | Kekst CNC                                | 26,775       | 34         | 20           | 14         |
| 3       | 3    | FTI Consulting Group Ltd                 | 15,055       | 10         | -1           | 11         |
| 4       | 5    | Joele Frank Wilkinson Brimmer Katcher    | 35,245       | 7          | 2            | 5          |
| 5       | 5    | Citigate Dewe Rogerson Ltd               | 1,000        | 5          | 0            | 5          |
| 6       | 8    | Prosek Partners LLC                      | 1,646        | 4          | 1            | 3          |
| 7=      | 4    | Brunswick Group                          | 6,567        | 3          | -4           | 7          |
| 7=      | -    | Stanton Public Relations & Marketing LLC | 3,363        | 3          | 3            | 0          |
| 7=      | 15   | Headland Consultancy Ltd                 | 2,900        | 3          | 2            | 1          |
| 7=      | 8    | Sodali & Co                              | 504          | 3          | 0            | 3          |

### Australasia rankings by value

| Ranking |      | 2025                                  |              |            | 2024           |              |
|---------|------|---------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                          | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 1    | GRACosway Pty Ltd                     | 26,202       | 28         | -10.4%         | 29,247       |
| 2       | 3    | Sodali & Co                           | 24,282       | 54         | 51.5%          | 16,026       |
| 3       | 11   | FTI Consulting Group Ltd              | 13,141       | 11         | 207.2%         | 4,278        |
| 4       | 18   | FGS Global                            | 6,393        | 18         | 137.1%         | 2,697        |
| 5       | 10   | SEC Newgate SpA                       | 4,919        | 7          | 13.7%          | 4,327        |
| 6       | 29   | Prosek Partners LLC                   | 4,578        | 8          | 1078.5%        | 388          |
| 7       | 14   | Teneo                                 | 3,513        | 4          | 19.5%          | 2,941        |
| 8       | 7    | Purple                                | 2,708        | 3          | -53.9%         | 5,876        |
| 9       | 4    | Joele Frank Wilkinson Brimmer Katcher | 2,610        | 3          | -78.8%         | 12,323       |
| 10      | 28   | Greenbrook Advisory                   | 2,502        | 1          | 472.9%         | 437          |

### Australasia rankings by deal count

| Ranking |      | 2025                     |              |            | 2024         |            |
|---------|------|--------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name             | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | Sodali & Co              | 24,282       | 54         | 10           | 44         |
| 2       | 2    | GRACosway Pty Ltd        | 26,202       | 28         | 8            | 20         |
| 3       | 7    | FGS Global               | 6,393        | 18         | 12           | 6          |
| 4       | 11   | NWR Communications       | 424          | 14         | 11           | 3          |
| 5       | 3    | FTI Consulting Group Ltd | 13,141       | 11         | -6           | 17         |
| 6       | 24   | Read Corporate           | 1,810        | 10         | 9            | 1          |
| 7       | 11   | Prosek Partners LLC      | 4,578        | 8          | 5            | 3          |
| 8=      | 5    | SEC Newgate SpA          | 4,919        | 7          | 0            | 7          |
| 8=      | 14   | ICR Inc                  | 2,187        | 7          | 5            | 2          |
| 10      | 14   | Fivemark Partners        | 1,359        | 6          | 4            | 2          |

## Asia Pacific Advisory Rankings

### Greater China rankings by value

| Ranking |      | 2025                                                   |              |            | 2024           |              |
|---------|------|--------------------------------------------------------|--------------|------------|----------------|--------------|
| 2025    | 2024 | Company Name                                           | Value (USDm) | Deal Count | % Value Change | Value (USDm) |
| 1       | 3    | Brunswick Group                                        | 59,033       | 14         | 197.4%         | 19,847       |
| 2       | 1    | EverBloom Investment Consulting Ltd Co                 | 32,968       | 26         | 33.7%          | 24,653       |
| 3       | -    | Community (part of Excellera Advisory Group)           | 19,975       | 2          | -              | -            |
| 4       | 35   | Barabino & Partners (part of Excellera Advisory Group) | 19,212       | 1          | -              | -            |
| 5       | 2    | FGS Global                                             | 14,659       | 33         | -39.2%         | 24,099       |
| 6       | 11   | ICR Inc                                                | 9,375        | 6          | 410.2%         | 1,838        |
| 7       | 18   | LLYC                                                   | 7,084        | 4          | 753.8%         | 830          |
| 8       | -    | Charles Barker Corporate Communications                | 5,742        | 2          | -              | -            |
| 9       | 4    | FTI Consulting Group Ltd                               | 4,777        | 2          | -75.6%         | 19,554       |
| 10      | 27   | Sodali & Co                                            | 4,603        | 2          | 4284.2%        | 105          |

### Greater China rankings by deal count

| Ranking |      | 2025                                   |              |            | 2024         |            |
|---------|------|----------------------------------------|--------------|------------|--------------|------------|
| 2025    | 2024 | Company Name                           | Value (USDm) | Deal Count | Count Change | Deal Count |
| 1       | 1    | FGS Global                             | 14,659       | 33         | -3           | 36         |
| 2       | 2    | EverBloom Investment Consulting Ltd Co | 32,968       | 26         | 13           | 13         |
| 3       | 3    | Brunswick Group                        | 59,033       | 14         | 3            | 11         |
| 4       | 7    | ICR Inc                                | 9,375        | 6          | 3            | 3          |
| 5       | 5    | Citigate Dewe Rogerson Ltd             | 1,230        | 5          | 0            | 5          |
| 6=      | 17   | LLYC                                   | 7,084        | 4          | 3            | 1          |
| 6=      | 7    | Kekst CNC                              | 3,289        | 4          | 1            | 3          |
| 6=      | 17   | Christensen Advisory                   | 2,098        | 4          | 3            | 1          |
| 9=      | -    | Strategic Public Relations Group Ltd   | 2,338        | 3          | -            | 0          |
| 9=      | 11   | H/Advisors                             | 420          | 3          | 1            | 2          |

## Criteria

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All data is based on transactions over 5% or USD 50m  
and is based on the Next Generation Mergermarket data.  
Full deal inclusion criteria can be found [here](#).

**Rankings:**

Based on the geography of the target, acquirer or divestor, and excludes lapsed and withdrawn bids.

Rankings correct as of 08:00 AM (GMT) 30 Jan 2026  
Cut-off date - 31 December 2025

## Contacts

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**Deal Reconciliation**

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