Press Release

For immediate release

Contact Information:
Elisabeth Nygren
elisabeth.nygren@mergermarket.com
Tel: +44 (0)20 7059 6151

Hannah Bagshawe
hannah.bagshawe@mergermarket.com
Tel: +44 (0)20 7059 6118

mergermarket's Year End 2006 House League Tables of Financial PR Advisers to European M&A

- Brunswick Group takes the top spot in mergermarket's year end pan-European value table, with a strong lead over rival firms.

London, 10 January 2007: Brunswick Group has overtaken Maitland to take the lead in mergermarket's 2006 pan-European league table of PR advisers by value, advising on 146 deals worth EUR 265.7bn. The firm has also topped the value tables in the UK, Germany and France.

Brunswick has a EUR 37.8bn lead over rival Finsbury Group which has climbed from fifth place in 2005 to claim second place by value at the end of 2006, advising on 79 deals worth EUR 227.9bn. The firm has taken the lead in the league table by value in Italy and has advised on three out of the top five announced European deals in 2006.

In the pan-European league table by volume, Financial Dynamics is the clear leader having advised on 212 deals worth a total of EUR 158.2bn. The firm holds a substantial 66 deal lead over Brunswick Group. Financial Dynamics has also maintained its stronghold at the top of the UK table by volume and is ranked third by value in Europe.

Both Brunswick and Finsbury advised on the EUR 55.5bn E.ON/Endesa transaction, the largest announced deal of 2006. Eurocofin also advised on this deal, which explains their leap to 11th place in the pan-European value table.

Five out of the top ten firms in the pan-European value table advised on the EUR 31.3bn Mittal/Arcelor deal announced in January 2006.

European deal activity by value in 2006 (EUR 1.05 trillion) is up 31% from 2005 and by 19% in Q4 compared to the same quarter in 2005. The UK & Ireland region continues to dominate by both value (26.2%) and volume (26.6%).

The Industrials & Chemicals sector remains the most active sector for M&A in Europe accounting for 19% of deals in 2006, while Financial Services continues to be the hottest sector by value, with 22.7% of overall activity in Europe.

Contents:

p. 2-7	**Regional league tables for Europe, United Kingdom, Germany, France, and Italy.**
p. 8-11	**M&A data (including quarterly activity graphs, pie charts showing deal activity split by industry sector and geography, and the top 5 deals).**
p. 12	**Notes to Editors**

EUROPE:
mergermarket league table (by value) of PR advisers advising on announced transactions in Europe in the period 01 January 2006 – 31 December 2006[1]

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
2	1	Brunswick Group	265,713	146
5	2	Finsbury Group	227,881	79
3	3	Financial Dynamics	158,219	212
4	4	Citigate	129,211	135
1	5	Maitland (AMO)	117,688	82
10	6	KEKST AND COMPANY	111,040	40
9	7	MCommunications	100,361	40
11	8	Hering Schuppener Consulting (AMO)	89,557	31
16	9	Abernathy MacGregor Group (AMO)	80,707	38
29	10	CNC	71,275	25
258	11	Eurocofin	56,360	2
20	12	Euro RSCG C&O (AMO)	44,632	12
18	13	Barabino & Partners	42,199	46
84	14	Capital MS&L	41,939	22
27	15	Grupo Albion	41,863	9
42	16	Image Sept	41,435	8
8	17	Cardew Group	39,199	22
15	18	Tulchan Communications	39,095	56
58	19	Publicis Consultants	32,878	9
-	20	Twister Communications Group	31,407	3

source: mergermarket

80 Strand, London WC2R 0RL, United Kingdom tel:+44 (0)20 7059 6100 www.mergermarket.com

mergermarket league table (by volume) of PR advisers advising on announced transactions in Europe in the period 01 January 2006 – 31 December 2006 [(1)]

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
1	1	Financial Dynamics	158,219	212
3	2	Brunswick Group	265,713	146
2	3	Citigate	129,211	135
5	4	Maitland (AMO)	117,688	82
4	5	Finsbury Group	227,881	79
7	6	Buchanan Communications	5,158	57
11	7	Tulchan Communications	39,095	56
6	8	College Hill	5,294	51
8	9	Barabino & Partners	42,199	46
12	10	Weber Shandwick Worldwide	7,026	43
14	11	Smithfield Consultant	17,828	41
18	12	KEKST AND COMPANY	111,040	40
16	13	MCommunications	100,361	40
21	14	Abernathy MacGregor Group (AMO)	80,707	38
15	15	Hogarth Partnership	6,082	34
10	16	Hering Schuppener Consulting (AMO)	89,557	31
13	17	Holloway & Associates	19,456	31
20	18	Merlin PR	5,890	28
32	19	CNC	71,275	25
9	20	Hudson Sandler	12,054	25

source: mergermarket

80 Strand, London WC2R 0RL, United Kingdom tel:+44 (0)20 7059 6100 www.mergermarket.com

UNITED KINGDOM:
mergermarket league table (by value) of PR advisers advising on announced transactions in the United Kingdom in the period 01 January 2006 – 31 December 2006 (1)

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
3	1	Brunswick Group	79,796	105
2	2	Finsbury Group	79,079	63
1	3	Citigate	78,506	96
4	4	Maitland (AMO)	58,853	71
5	5	Financial Dynamics	48,571	138
7	6	Cardew Group	39,199	21
9	7	Tulchan Communications	31,609	53
44	8	Grupo Albion	26,972	4
38	9	CNC	26,437	6
35	10	Aura Financial	19,239	3
50	11	Tavistock Communications	17,544	8
18	12	Abernathy MacGregor Group (AMO)	16,024	12
11	13	Smithfield Consultant	15,927	39
12	14	Hering Schuppener Consulting (AMO)	14,135	9
6	15	Hudson Sandler	8,640	23

source: mergermarket

mergermarket league table (by volume) of PR advisers advising on announced transactions in the United Kingdom in the period 01 January 2006 – 31 December 2006 (1)

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
1	1	Financial Dynamics	48,571	138
2	2	Brunswick Group	79,796	105
3	3	Citigate	78,506	96
5	4	Maitland (AMO)	58,853	71
4	5	Finsbury Group	79,079	63
8	6	Tulchan Communications	31,609	53
7	7	Buchanan Communications	4,652	51
6	8	College Hill	5,287	50
9	9	Weber Shandwick Worldwide	6,940	41
12	10	Smithfield Consultant	15,927	39
11	11	Hogarth Partnership	6,002	32
14	12	Merlin PR	5,534	26
10	13	Hudson Sandler	8,640	23
16	14	Bell Pottinger Corporate and Financial	4,149	22
15	15	Cardew Group	39,199	21

source: mergermarket

GERMANY:
mergermarket league table (by value) of PR advisers advising on announced transactions in Germany in the period 01 January 2006 – 31 December 2006 [(1)]

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
2	1	Brunswick Group	96,282	19
26	2	Finsbury Group	74,573	5
5	3	CNC	56,755	22
-	4	Eurocofin	55,510	1
3	5	Hering Schuppener Consulting (AMO)	49,268	27
4	6	Maitland (AMO)	28,322	7
8	7	Citigate	22,127	22
11	8	KEKST AND COMPANY	19,963	6
19	9	Pleon	19,839	4
17	10	Barabino & Partners	13,152	3
1	11	Financial Dynamics	12,044	21
16	12	Smithfield Consultant	11,925	3
29	13	Stanton Crenshaw Communications	8,911	2
10	14	Joele Frank Wilkinson Brimmer Katcher	6,926	5
14	15	ERGO Kommunikation	6,729	5

source: mergermarket

mergermarket league table (by volume) of PR advisers advising on announced transactions in Germany in the period 01 January 2006 – 31 December 2006 [(1)]

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
1	1	Hering Schuppener Consulting (AMO)	49,268	27
5	2	CNC	56,755	22
6	3	Citigate	22,127	22
2	4	Financial Dynamics	12,044	21
3	5	Brunswick Group	96,282	19
4	6	Maitland (AMO)	28,322	7
30	7	KEKST AND COMPANY	19,963	6
7	8	Finsbury Group	74,573	5
11	9	Joele Frank Wilkinson Brimmer Katcher	6,926	5
18	10	ERGO Kommunikation	6,729	5
19	11	Abernathy MacGregor Group (AMO)	5,911	5
60	12	Weber Shandwick Worldwide	210	5
32	13	Pleon	19,839	4
28	14	MCommunications	6,277	4
-	15	Engel & Zimmermann	3,169	4

source: mergermarket

FRANCE:
mergermarket league table (by value) of PR advisers advising on announced transactions in France in the period 01 January 2006 – 31 December 2006 (1)

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
1	1	Brunswick Group	74,238	23
2	2	MCommunications	71,822	16
9	3	Financial Dynamics	58,784	20
4	4	Euro RSCG C&O (AMO)	36,296	8
10	5	KEKST AND COMPANY	28,574	10
13	6	Abernathy MacGregor Group (AMO)	16,117	10
-	7	CNC	13,574	2
27	8	Barabino & Partners	11,875	5
15	9	Image Sept	6,224	4
7	10	Holloway & Associates	6,034	10
8	11	Finsbury Group	5,691	3
23	12	DGM Conseil	5,078	4
22	13	Joele Frank Wilkinson Brimmer Katcher	4,633	2
-	14	V&O	3,014	1
34	15	Bell Pottinger Corporate and Financial	2,750	1

source: mergermarket

mergermarket league table (by volume) of PR advisers advising on announced transactions in France in the period 01 January 2006 – 31 December 2006 (1)

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
2	1	Brunswick Group	74,238	23
1	2	Financial Dynamics	58,784	20
4	3	MCommunications	71,822	16
12	4	KEKST AND COMPANY	28,574	10
17	5	Abernathy MacGregor Group (AMO)	16,117	10
7	6	Holloway & Associates	6,034	10
3	7	Euro RSCG C&O (AMO)	36,296	8
13	8	Publicis Consultants	1,558	8
5	9	Citigate	808	7
24	10	Gavin Anderson & Company	222	6
25	11	Barabino & Partners	11,875	5
26	12	Ogilvy PR	570	5
18	13	Image Sept	6,224	4
10	14	DGM Conseil	5,078	4
14	15	Tulchan Communications	476	4

source: mergermarket

ITALY:

mergermarket league table (by value) of PR advisers advising on announced transactions in Italy in the period 01 January 2006 – 31 December 2006 [(1)]

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
6	1	Finsbury Group	34,659	5
-	2	Twister Communications Group	31,407	3
4	3	Barabino & Partners	24,490	39
11	4	MCommunications	12,292	5
7	5	Holloway & Associates	9,922	17
2	6	Brunswick Group	9,701	5
-	7	Euro RSCG C&O (AMO)	9,025	2
1	8	PMS	4,815	7
5	9	Ad Hoc Communication	3,969	2
-	10	KEKST AND COMPANY	3,959	1

source: mergermarket

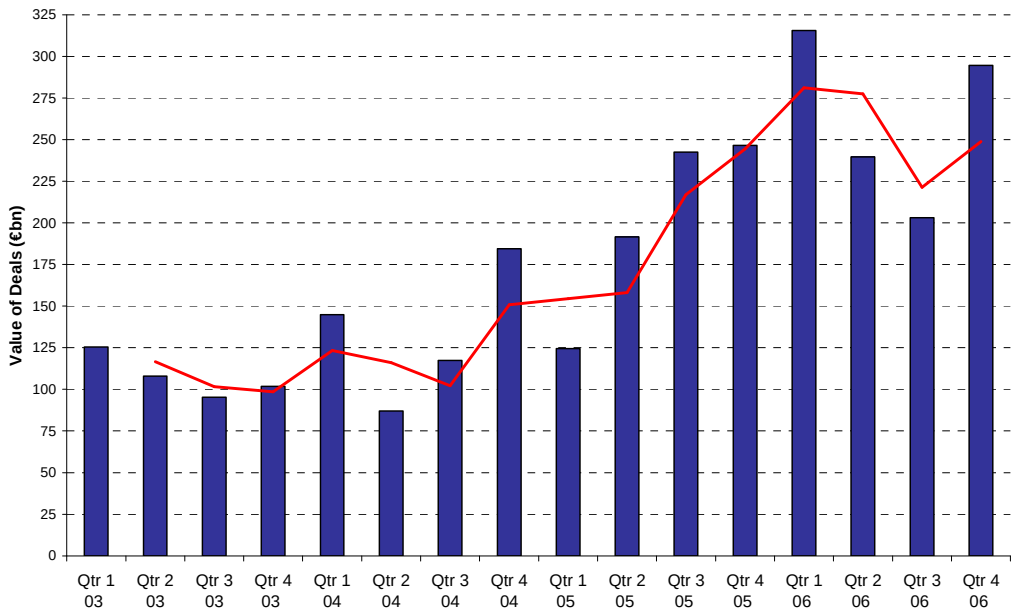
mergermarket league table (by volume) of PR advisers advising on announced transactions in Italy in the period 01 January 2006 – 31 December 2006 [(1)]

Y/E 2005	Y/E 2006	House	Value (EURm)	No of deals
1	1	Barabino & Partners	24,490	39
2	2	Holloway & Associates	9,922	17
3	3	PMS	4,815	7
4	4	Finsbury Group	34,659	5
17	5	MCommunications	12,292	5
5	6	Brunswick Group	9,701	5
6	7	Financial Dynamics	2,960	5
10	8	Hill & Knowlton	891	4
23	9	MS&L Mavellia Bellodi	15	4
-	10	Twister Communications Group	31,407	3

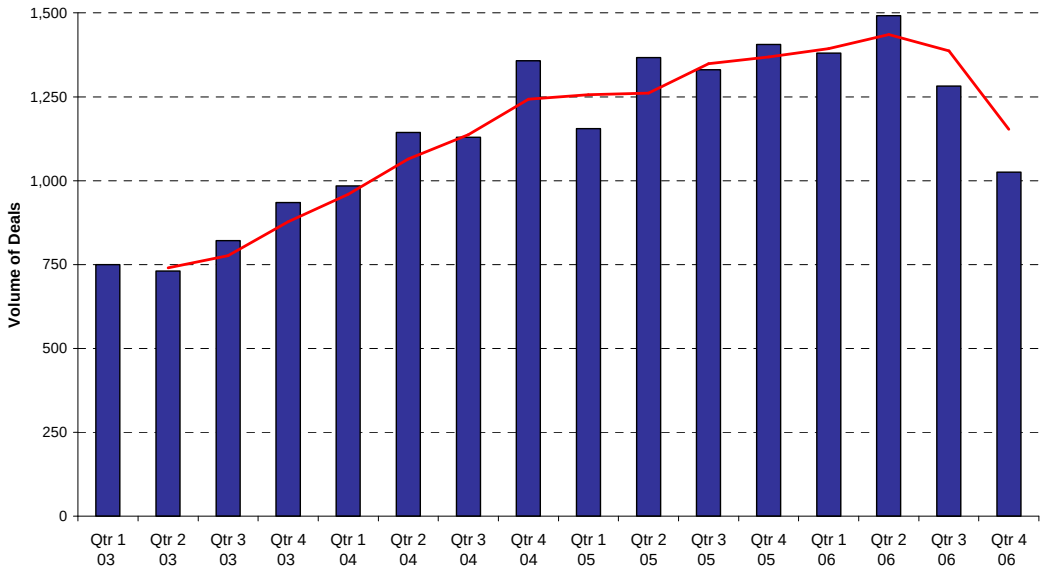
source: mergermarket

M&A Data[(2)]:

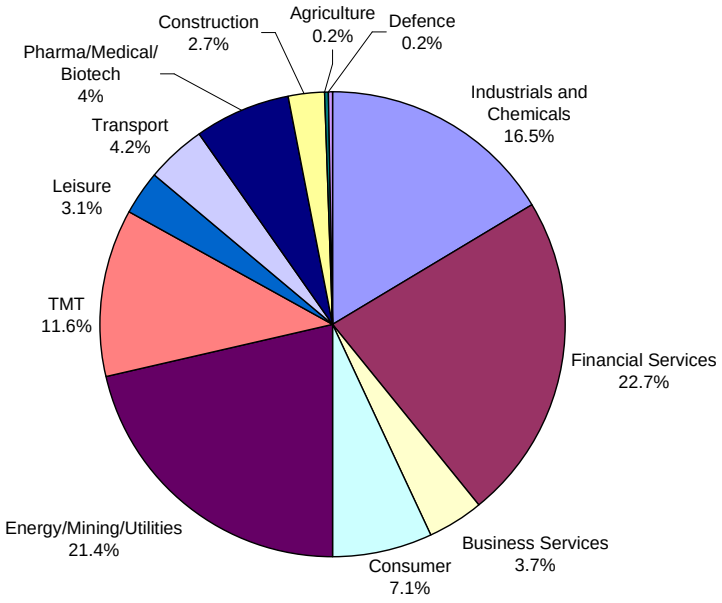
European M&A Activity by Value - Quarterly



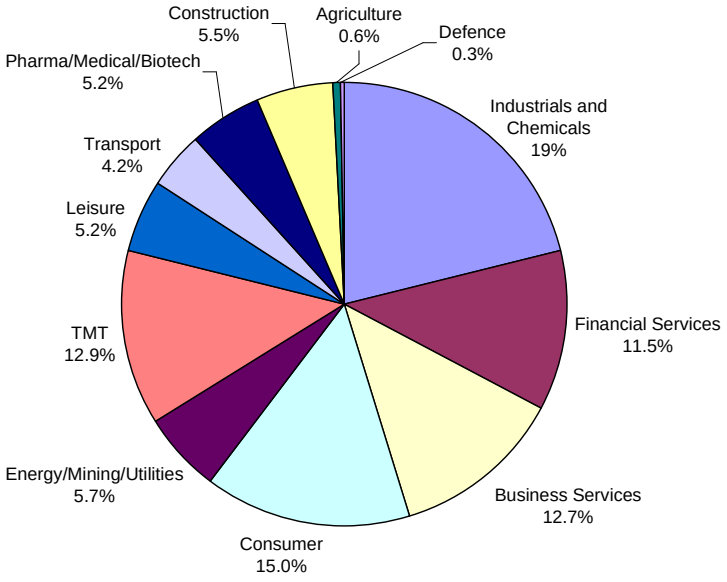
European M&A Activity by Volume - Quarterly



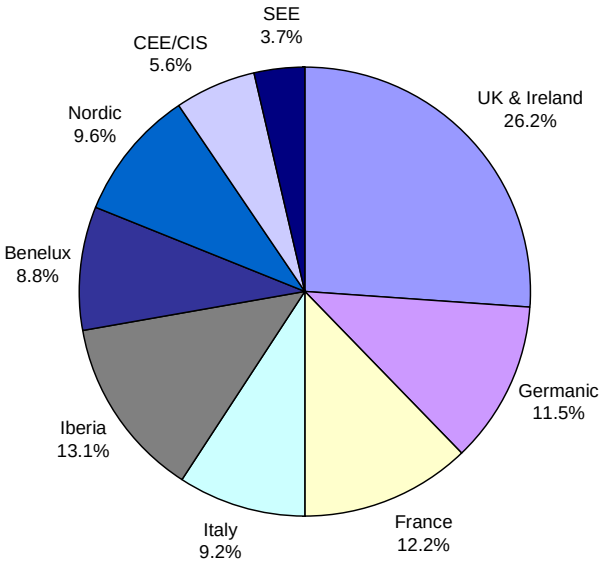
Mix of Announced European Deals by Industry Sector 2006 - Value



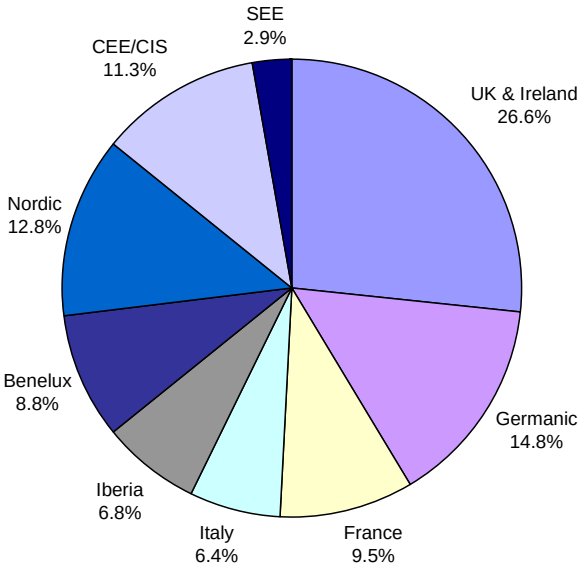
Mix of Announced European Deals by Industry Sector 2006 - Volume



Mix of Announced European Deals by Geographic Region 2006 - Value



Mix of Announced European Deals by Geographic Region 2006 - Volume



Top 5 Announced European Deals 01 January 2006 – 31 December 2006[3]

Ann. Date	Bidder Company	Bidder PR Adviser	Target Company	Target PR Adviser	Value EURm
21-Feb-06	E.ON AG	Finsbury Group	Endesa SA	Brunswick Group; Eurocofin	55,510
27-Feb-06	Gaz de France SA	MCommunications	Suez	Brunswick Group; Financial Dynamics; MCommunications	52,980
27-Jan-06	Mittal Steel Company NV	Abernathy MacGregor Group (AMO); Hering Schuppener Consulting (AMO); Image Sept; Maitland (AMO)	Arcelor SA	Capital MS&L; Finsbury Group; Gavin Anderson & Company; KEKST AND COMPANY; Publicis Consultants	31,320
26-Aug-06	Banca Intesa SpA	Finsbury Group; MCommunications	Sanpaolo IMI SpA	Twister Communications Group	29,586
24-Apr-06	Abertis Infraestructuras SA	Brunswick Group; Twister Communications Group	Autostrade - Concessioni e Costruzioni Autostrade SpA	Brunswick Group; Twister Communications Group	23,666

source: mergermarket

Notes to Editors

1. Criteria: The year end 2006 house league tables are based on announced transactions (where the bidder or target or parent of either is from the country or region to which the table refers), over EUR 5m in the period from 1 January 2006 to 31 December 2006. Deals with undisclosed deal values are included where the target's turnover exceeds EUR 10m. Activities excluded from the league tables include property transactions and restructurings where the ultimate shareholders' interests are not changed.

2. Criteria: The trend graphs and pie charts are based on the dominant geography or industry of the target and include announced transactions over EUR 5m in the given time period. Deals with undisclosed deal values are included where the target's turnover exceeds EUR 10m. Activities excluded from the graphs and charts include property transactions and restructurings where the ultimate shareholders' interests are not changed.

Nordic:	Denmark, Sweden, Finland, Norway, Faroe Islands, Greenland and Iceland
Germanic:	Austria, Switzerland and Germany
Benelux:	Belgium, the Netherlands and Luxembourg
Iberia:	Portugal and Spain
SEE:	Albania, Bosnia-Herzegovina, Croatia, Gibraltar, Greece, Macedonia, Malta, Serbia, San Marino, Turkey, Yugoslavia
CEE & CIS:	Armenia, Azerbaijan, Bulgaria, Belarus, Czech Republic, Estonia, Georgia, Hungary, Kazakhstan, Kyrgyzstan, Lithuania, Latvia, Moldova, Poland, Romania, Russia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine, Uzbekistan, Tartarstan

3. Criteria: The top deals table is based on announced European transactions (where the target, bidder or vendor is European) in the period from 1 January 2006 to 31 December2006.

About mergermarket

mergermarket is part of The Mergermarket Group which has over 400 employees worldwide and regional head offices in London, New York and Hong Kong.

mergermarket is an unparalleled mergers and acquisitions (M&A) intelligence service, unique for its provision of origination intelligence to the investment banking, legal, private equity, acquisition finance, public relation and corporate markets.

With an unrivalled network of analysts covering M&A in Europe, the Americas and Asia-Pacific, mergermarket generates proprietary intelligence and delivers it on its mergermarket.com platform and by real-time email alerts to subscribers. This wealth of intelligence, together with a series of historical deal databases, individual and house league tables, profiles and editorial have proven time and time again that this product can and does generate real revenues for clients.
This is confirmed by the fact that mergermarket's services are used by over 1,000 of the world's foremost advisory firms to assist in their origination process.

Visit us at: **www.mergermarket.com**

Contact Information:

Elisabeth Nygren
elisabeth.nygren@mergermarket.com
Tel: +44 (0)20 7059 6151

Hannah Bagshawe
hannah.bagshawe@mergermarket.com
Tel: +44 (0)20 7059 6118