

ComVergence AMA Agencies

| Rank | Media Agencies | Owner Groups | Total Billings M EUR 2023 |
|------|------------------------|---------------------|---------------------------|
| 1 | Unimedia | Unimedia | 169 |
| 2 | EssenceMediacom* | GroupM | 73 |
| 3 | Wavemaker | GroupM | 72 |
| 4 | OMD | Omnicom Media (OMG) | 67 |
| 5 | Zenith | Publicis Media | 63 |
| 6 | UM | Mediabrand | 45 |
| 7 | Dentsu** | Dentsu | 42 |
| 8 | Mindshare | GroupM | 41 |
| 9 | Starmedia | Publicis Media | 19 |
| 10 | PHD | Omnicom Media (OMG) | 12 |
| 11 | Lion Communications*** | Publicis Media | 8 |
| 12 | Panmedia Western | Mediabrand | N/A |

| | | | |
|--------------|--|--|------------|
| Total | | | 611 |
|--------------|--|--|------------|

* EssenceMediacom, mSix&Partners

** Carat, dentsu X, Red Star

*** Lion Communications, Performics, Spark Foundry

Source: Slovakia Media Agency Billings & Marketshares Report, COMvergence, June 2024

Applied methodology:

Media Agency Billings for Slovakia are calculated based on clients whose **total media spend is ≥\$0.1M** (Top 500 advertisers).

OFFLINE net estimated spend figures are sourced from Kantar FY2023 to which COMvergence applies an overall **deflating factor of -87%** across all media.

Exchange rate 2023 used: 1 Euro = 1,08 USD.

DIGITAL media spend figures are based on proprietary research and COMvergence estimates consisting in applying digital shares per category / client. These percentages are adjusted each year through validations provided by the agencies in charge of the spend.

Digital media spend covers the following channels: display, programmatic, online video, search and social.

All client lists have been carefully reviewed and validated **by agencies** - who also shared with COMvergence exclusive details relative to the digital media assignments they handle as well as how much those assignments represent out of their **client's total media mix**. This information is treated confidentially, and digital shares are subsequently published at the **agency / group level only**.

Media account moves announced during **2nd half 2023** will **impact 2024** billings figures, except those who took effect before **end of 2023**.