



## **SHAREHOLDER'S NEWSLETTER: FALL/WINTER 2018**

On behalf of the Board of Directors, we welcome our shareholders to the Fall/Winter 2018 issue of the UCP Newsletter. Below you will find the most current information as reported by the management of the companies that fall under our UCPA holding company umbrella. This year we have seen continued solid growth. We look forward to a strong 2019.

From our families to yours, Have a Happy Holiday and a Great New Year. Peace and Prosperity to all.

*Ken Rosenthal*

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**TREKRONORMEDIA**™

### **Tre Kronor Media Stockholm**

*A letter from the CEO of Tre Kronor Stockholm:*

Dear shareholders:

Q3 has been a good quarter. The existing clients are developing very well so the financial projection is showing that we will hit our targets for the full year.

New clients in Q3 are Advisa, a loan collector, and Enjoy Wine, a wine distributor. We have also launched a new brand, SpellLandet Casino, for our customer Global Gaming.

Media investments are above our budget predictions as we continue to be successful with our up-sell into our insight & research product. As we keep good cost control, we will reach a higher revenue YTD for Q3.

Two new employees have been added to our Social Media department. We have open positions within Insight and SEM for the moment. The plan is to have those recruited before end of year.

The trends for media investments are shown in the media barometer, presented below.

OOH is really killing it at the moment with tremendous development and huge demand, mainly from betting and casino brands, +20% in October and +21.5% YTD. TV is also showing good growth, +6.4% in October and +9.9% YTD.

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**ENJOY**  
WINE & SPIRITS



## Media Bureau Barometer

June	Jun-18	Jun-17	Diff June	Cume 2018	Cume 2017	Cume diff
Daily Press - Provincial	65,755,342	63,348,134	3.8%	376,742,763	389,108,066	-3.2%
Daily Press - City	51,062,423	51,843,270	-1.5%	306,332,749	358,213,498	-14.5%
Daily Press - Evening	12,640,867	11,704,969	8.0%	58,040,736	58,702,385	-1.1%
Popular Press	17,572,762	19,818,279	-11.3%	117,968,777	140,919,906	-16.3%
Trade Press	6,066,964	6,850,699	-11.4%	42,718,586	52,570,140	-18.7%
Outdoor/Service Advertising	97,948,551	71,995,986	36.0%	718,044,652	567,490,454	26.5%
Film	4,388,322	10,724,983	-59.1%	58,169,773	69,250,147	-16.0%
Online Display *	203,037,800	174,779,490	16.2%	1,384,594,952	1,376,154,490	0.6%
Online Video *	59,162,065	48,135,629	22.9%	425,516,112	366,211,058	16.2%
Social Media	69,455,543	65,552,330	6.0%	490,144,816	410,849,934	19.3%
Search **	43,666,286	35,777,407	22.0%	296,022,740	260,542,442	13.6%
Radio	48,520,897	41,029,616	18.3%	291,445,339	246,926,742	18.0%
TV	384,462,696	253,247,306	51.8%	2,809,259,055	2,496,887,285	12.5%
Direct Advertising ***	28,098,392	31,315,534	-10.3%	207,980,802	220,331,393	-5.6%
Other ****	13,171,920	18,449,570	-28.6%	91,394,478	110,602,379	-17.4%
<b>Total</b>	<b>1,105,010,831</b>	<b>904,573,203</b>	<b>22.2%</b>	<b>7,674,376,330</b>	<b>7,124,760,320</b>	<b>7.7%</b>

Best rgds,

Håkan Jerner

CEO Tre Kronor Media:

**MEDIA AGENCY OF THE YEAR 2009 | 2010 | 2011 | 2013 | 2015 | 2016 | 2017**

**TREKRONORMEDIA™**

### TreKronor Media Denmark

This past week, our office was awarded a “Gazelle”. Each year the Danish business newspaper Børsen awards the prestigious “Borsens Gazelle award” to the fastest growing companies in Denmark. Recipient companies must have at a minimum doubled revenue in terms of sales or gross profit during a four-year period.



Business is good in Denmark. New clients that we've been running campaigns for include: Occhio, Tamaris, Nordnet, and Deichman. We are also promoting our research offer and are helping some clients with pure research such as Bacher. With the new year upon us, we plan on strategically going after business to strengthen revenue.

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## **Local Planet – Sweden**

Tre Kronor Media is now the owner of 5% of the shares in Local Planet International (LPI), to be fully paid in January 2019. Its Chairman, also the CEO of United Communication Partners Inc, is a member of the Board of Directors of LPI. LPI offers clients an alternative media agency network consisting of reputable independent agencies and global scale. Creativity, innovativeness and transparency characterizes the network. Currently LPI has 140 offices across 65 countries and the agencies have a joint media billing of \$15.75 bn and 12 300 people. LPI offers Tre Kronor Media the opportunity for new clients both through network wins and through referrals from other network agencies, but more importantly it gives us access to a pool of excellence and knowledge as well as top end tools, systems and processes. We look forward to further accelerating the network capabilities and be a part of the network's future successes.

After a recent global meeting in Capetown, the team is enthusiastic about pitching for new business. A competitive market means that we will be putting 100% effort towards offering up our services to clients by showing the value they will get from working with us and the ROI they may expect. We expect 2019 to be a year of rolling up our sleeves.

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## **About United Communications Partners**

United Communications Partners (UCP) is a leading Nordic Region communication's group listed on the OTC Markets under the symbol UCPA. We are comprised of award winning innovative full service media agencies located in the Nordics. With the client's needs always top of mind, UCP's mission is to grow our client's business exponentially, utilizing cautious strategy, smart client development and expert advice. The core of our expertise exists within our pioneering performance-based marketing, advanced digital capabilities, prominent business expansion success and creative deal structuring for our clients.

For more information please visit our website: [www.ucpworld.com](http://www.ucpworld.com)

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