

UCP Monthly letter

Welcome to our first monthly UCP newsletter from the management. We have decided to regularly send out a short summary of what is happening in the various companies as shareholders information.

Tre Kronor Media

Tre Kronor has been experiencing a very positive trend in the last couple of months. In May Tre Kronor was nominated and won the title “best media agency” in Stockholm media awards. This is the third time in four years that Tre Kronor has won that category. The spin-off several new companies have contacted us for possible collaborations.

In May, we also won the trust of the mobile operator 3 to take care of their search management that previously had been handled by Keybroker. Our SEO department is growing steadily taking on several important new assignments. Several advertisers are realizing the importance of also having SEO integrated into their Media plans and not having it handled by other external suppliers.

Early June the two founders Carl Johan Grandinson and Niclas Fröberg (CEO) were among the few selected to attend Google's Executive Tour 2013 in San Francisco. 175 top managers and largest Google clients from the Advertising Industry attended the event. Niclas and Carl got three inspiring days and returned fueled with visionary, inspiring and practical information to use in our organization as well as many new friends and potential business relations.

The Company Secret Escapes has been a huge success in the UK and is now launching in Sweden as previously mentioned in our blog. After a tough battle against other agencies we won the contract and got both advertising and media engagement. In June, our campaign for Secret Escapes about discounted rooms at upscale hotels in the world started. Secret Escapes has had a strong member increase in Sweden and they are very pleased with the work carried out for them.

During the summer, several of the staff has been on vacation, but the advertisers' campaigns keeps on going. For example SAS launched a new concept and commercials under the campaign name *Go and Plus ticket system* for which Tre Kronor handled the planning and media buying as always for SAS.

During the summer we gained a new client Celbes which is one of the leading women's clothing mail order companies in Sweden. Having said that we look forward to the fall when we will start working with them and when everyone is back from vacation with business as usual.

Creative

Some personnel changes took place in the first half of 2013, as we recruited a new head of the business area Creative and our Creative Director left.

During the spring Creative welcomed two new customers, Viking Beds and Maria.com. One mission has resulted in an exciting collaboration for a movie project together with one of Scandinavia's most highly qualified and award winning commercial directors.

Furthermore, Tre Kronor Creative produced several new commercials for Rusta before the summer that will air this fall.

This fall Creative expands its workforce with a new project manager.

Nyheter 365

Nyheter365 had a very positive July with the signing of two new clients. Nordicbet launched a campaign with nyheter365 that will run over Q3 and also nyheter365 was responsible of running

Ready's launch campaign. Ready is a new company that has been described as a Spotify for Magazines and offers unlimited use of their magazines in smartphone and tablets for a flat fee.

Abrego Spain/Native Clicks

The last six months we have been working on a new business concept in cooperation with Johan Rikner and Nyheter365 in the area of native marketing. As result we are now launching our new brand Native Clicks (www.nativeclicks.com) in Spain. In brief, Native Clicks offers for a per click based remuneration high quality articles produced by professional journalists and distributed fully integrated with a network of selected news media. To assure outstanding performance and reader engagement, our journalists continuously adapt the wording and content of the articles based on real-time analytics and conversion numbers for the advertiser.

The serial entrepreneur Patrick List has been recruited as Country Manager Spain. Patrick will be a co-owner of Abrego Spain (Native Clicks Spain). As a first piece of news from Native Clicks to show our excitement and hopes we can announce that Patrick has engaged Group M Spain and signed a framework agreement with them for a test campaign with the Mindshare client Melia Hotels. The campaign will run during September.

HowCom

In April conducted CCCP Media AB acquisition of consulting firm HowCom and decided to adopt the name HowCom.

In connection with the acquisition the subsidiary HowCom Evolution AB was formed, which will further strengthen our investment in knowledge generated communication development. Fredrik Lundgren former marketing director for the Swedish national sports book company has been appointed Chief executive in HowCom Evolution AB. Fredrik Andersson former chief at Carat Insight is responsible for research.

In Sight AS

The development of In Sight has been very positivethis this year. We've got some exciting clients during the year and we have some prospects ongoing.

During the spring of 2013 In Sight has established In Sight Digital AS (ISD) with Metronet AS, one of Norway's leading digital environments. Metronet has bought into the ISD with 30% ownership, and the new company now represents one of the most competent institutions in Norway, with access to 40 individuals with expertise in SEO / SEM, Web Design, development of websites / landing pages, and mobile solutions etc. ISD now stands as a full-fledged digital agency, and is thus equipped to compete for any major assignments digitally.

David W. Jacobsen is the new CEO of ISD. David comes most recently from Telenor Comoyo and has previously worked at Carat focusing on mobile solutions.

Tre Kronor DK

First half year of 2013 has been hectic with opening an office and getting things into place such as tools for media planning, organization, membership of the Danish trade organization *Creativity & Communication* – (that characterizes a high professional standard and code of ethics), and partnerships with local communication agencies etc.

TKMDK are now fully up and running with an existent client portfolio and have received very positive feedback from all clients and media owners firstly in terms of delivering results and secondly from a strategic perspective. TKMDK has not yet been present PR wise in the Danish market and has deliberately adopted a silent launch strategy – but nevertheless has already been invited to new business pitches in the Danish marketplace.

United Communications Partners is a communication group with its subsidiaries and operational focus in Europe, notably in the Nordic region. Companies in the group are Tre Kronor Media, Tre Kronor Media Danmark, HowCom, Nyheter365 and Insight Media (Norway). Head quarter is in Stockholm, Sweden. For more information please visit: www.ucpworld.com