

UCP Monthly letter

Welcome the October issue of the UCP Monthly letter with highlights from the management in our companies of what has happened during September and October. In this third monthly newsletter we take the opportunity to focus and share some of the latest news about the new and improved Tre Kronor 2.0 and what consequences this has led to.

Tre Kronor

Since early September, we worked with an evolved version of Tre Kronor under the working title Tre Kronor 2.0 that includes everything from offering and market positioning to implementation within the organization; which in the next step will result in a developed brand platform. This was presented today for all staff in the Tre Kronor with warm reception.

Tre Kronor 2.0 means that we can return to our history and our roots in performance marketing. As a close business partner to our customers, we offer an integrated communications offering in all areas under the brand Tre Kronor . We gather now around the developed business idea: *"We create effective results through knowledge, creativity and technology independent of the communication channel."*

As part of this development, we have recruited new key employees in various areas such as Mia Forsgren, Hans Täckenström and Anna-Karin Darlin. Knowledge transfer will take place continuously in regular weekly breakfasts. We will shortly arrange the office customer-oriented and action-oriented without fixed seats for increased integration between business areas, skills, and knowledge transfer. New titles are outwardly account managers and specialists.

Developments in the Nordic region continues and we have a letter of intent between Tre Kronor, Kitchen advertising agency in Finland and HowCom concerning a start up in Finland under the brand Tre Kronor Finland.

In parallel with the work above, we have been featured in several pitchers that we won. New customers are: Proffice, Readly and Wifog in Sweden and also Live Nation in Denmark.

UCP

As announced earlier, we had our first board meeting with the new board. It was a long and effective meeting where we immediately got to experience the benefits of an experienced independent steering committee. In line with the new and expanded Tre Kronor 2.0, we decided that Tre Kronor is the group's strongest brand and business idea, that we will invest all our time and effort on with clear visionary goals. Consequently the Board recommended and decided that Abrego and Nyheter365, activities that take power and energy from Tre Kronor vision should be divested as soon as possible.

We will also launch a refinement of the Tre Kronor organization under a holding company, Tre Kronor Holding.

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