

**Stockholm 17 of October 2013**

## **Communication network UCP recruits new directors of the board**

United Communications Partners (UCP), with its subsidiaries and operational focus in the Nordic region of Europe, has at its latest shareholder meeting electing a new board of directors.

New chairman is Lars Blomberg, with a meritorious past in the advertising industry. With a long experience of executive leadership, corporate mergers and extensive brand marketing he brings valuable experience to the board.

Niclas Fröberg, leaves his role as chairman in order to solely focus on his role as CEO at UCP and Tre Kronor Media:

– With this new recruitment, we have further strengthened and obtained valuable competence in UCP. With a broad spectrum of competence in the board, we are now set for challenges in a market that is always changing and bringing new demands.

The new board has had its first meeting today, and new chairman, Lars Blomberg, has now returned to the world of advertising and communication:

– I am very glad for the confidence the shareholders have in me and I look forward to engaging in new challenges together with a new organization. At the same time I am very pleased to be back working with communications and advertising, he says.

Along with him and Niclas Fröberg, Carl Johan Grandinson, Anna-Karin Darlin and Kenneth S. Rosenthal was also elected on the board. Attached you will find the biographies and merits of elected board members.

### **About United Communications Partners (UCP)**

UCP is a holding company for the group of communications companies which includes Tre Kronor Media (Sweden), Tre Kronor Media Danmark, Insight (Norway), Nyheter 365 (Sweden) and HowCom (Sweden). UCP is traded at OTC market under the ticker UCPA.

[www.ucpworld.com](http://www.ucpworld.com)

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## **Board of UCP: Biographies of elected members**

### **Niclas Fröberg, 49**

Niclas Fröberg was appointed as chief executive officer for UCP on September 20, 2010. Niclas was appointed to the board of directors on March 15, 2011. He began his media career in 1990 at TV3, where he started as responsible for sales in the TV program 'Wheel of Fortune' into the Scandinavian market. In 1995, Niclas joined media agency Scandinavian Media Consultant, where he became Chief Executive Officer and later, owner. Four years later, WPP and MindShare acquired Scandinavian Media Consultant. During 1999 to 2006, Niclas worked as Nordic chief executive officer at MindShare leading over 150 people and \$250 million media buying. In 2007, Niclas became a co-founder of Tre Kronor Media, a media agency focused on sales and performance-based marketing. Niclas has several times been international/national jury member in awards such as Media Lion Cannes, Guldägget, Dubai Lynx and 100-wattaren. Niclas has a Bachelor's Degree of Economics and Marketing, from Stockholm University. Niclas presently devotes his full business time to UCP.

### **Carl Johan Grandinson, 38**

Carl Johan Grandinson is working with Business Development and with the Digital Marketing team of Tre Kronor Media and the Board of Directors of United Communications Partners in the capacity as secretary and investor relations. During 2010 and 2011 Carl Johan worked with Abrego Spain and prior to that when co-founding Tre Kronor he worked as COO of Tre Kronor. Carl Johan was part of the start up team behind TradeDoubler in 1999. During the following years, Carl Johan held the position as chief executive officer of TradeDoubler in France and Sweden. In 2006, he became regional manager of the TradeDoubler Group in eight countries. In the following year, Carl Johan became a co-founder of Tre Kronor Media. Carl Johan holds a Masters of Science in Mechanical Engineering, Royal Institute of Technology; Marketing, Stockholm School of Economics and Stanford University. Carl Johan presently devotes his full business time to UCP and Tre Kronor.

### **Anna-Karin Darlin, 49**

The last 13 years Anna-Karin has worked as COO and CFO in the media sector of the advertising industry in the Nordics. During this period Anna-Karin was also on the board of directors in several companies in Sweden, Finland and Norway. Since 2008 Anna-Karin has worked as CFO of GroupM Norway group, owned by WPP Plc, consisting of 6 legal entities and over 200 employees. Before entering the media sector Anna-Karin was the CFO of Apollo Resor AB, one of the three largest travel agents in Sweden at that time and the only one owning its own airliner. Anna-Karin started her working life in the real estate and housing market, and within that field has worked both for the Swedish government and private companies in Sweden. Anna-Karin has long experience of mergers and acquisitions, business development and change management in organizations. She has expertise within business process improvements and developing ERP systems. She brings these insights and her key competence within financial and investment analysis, cash management, contract compliance, corporate tax and financial reporting to the Board of directors.

### **Lars Blomberg, 57**

Lars is a veteran in the advertising industry. He founded the Swedish advertising agency 'Sexton87' which was later acquired by Ogilvy & Mather, and then became the Chairman & CEO of Ogilvy Sweden and Ogilvy Nordic, which he headed to become the largest advertising group in the Nordic countries. Lars was also participating in the launch of Mindshare in the Nordic market and was Chairman during 1999-2005. Lars was also on the Board of Directors of the Publ. listed Company Zodiac Television during 2004-2008, among a lot of other Board assignments. After leaving Ogilvy in 2005, Lars started the investment firm BBE Group, who has since then invested in a large number of small companies and start-ups in the Nordic Market. Among other qualifications, Lars brings to the Board executive leadership experience, including wide experiences of corporate mergers and acquisition, along with extensive brand marketing experience.

### **Kenneth S. Rosenthal, 43**

Kenneth S. Rosenthal has served the marketing and media profession for over 20 years. His extensive background includes producing advertising, which he began at BBDO for Fortune 500 clients such as Ralph Lauren, Campbell's Soup, and Neutrogena. Ken has a BBA in Banking & Finance and a Juris Doctorate in law. In recent years, as Director of Marketing in New York, his responsibilities have expanded to include top-tier innovative strategic legal marketing, social media and business education lectures. Among other qualifications, while living in Sweden, he became a global business developer, having consulted with leading financial services, publishing, and electronics' clients throughout Scandinavia and Eastern Europe, (including well known Swedish companies Bonnier and Skandia). Now based in New York, Ken brings to the Board a valuable and unique perspective due to extensive experience in brand marketing, business development and management of international client operations, both from a marketing and legal perspective.