

**Stockholm, December 12<sup>th</sup> 2013.**

## **Tre Kronor recruits Mia Forsgren from Universal Music**

Tre Kronor expands the organisation and strengthens its offering to customers. Now Mia Forsgren, most recently Commercial Director of Universal Music, becomes COO at Tre Kronor Sweden. Forsgren will assume her new position immediately.

— It is an honour to get Mia on board with her expertise in digital development, communication and commercial partnerships. She is a very important part in our effort to strengthen and develop our offerings as a communications agency. We are experts in media and communications, and with the right fortifications we will become the communication agency we strive to be. There is no one more credible to lead us in that effort than Mia, says Niclas Fröberg, CEO Tre Kronor.

– I feel incredibly privileged to be a part of such a competent group of people. I really look forward to be involved in the development of offers to our clients and lead the work in the offensive investment we are doing for the future. We will kick-start with new recruitments. Yesterday we signed with a person with great expertise in branding. We are also looking for the right people with knowledge of content and analysis. In addition, we are also going to create a new creative environment at the office, says Mia Forsgren, new COO of Tre Kronor Sweden.

Most recently, Mia has worked at Universal Music, the biggest music label in the world, where she was greatly involved in the big journey the music industry has done through total digitalization. The music industry is growing and is more profitable than ever.

– Mia has a longstanding experience in marketing in general. She brings more than 20 years of knowledge, both as a client and representative of an agency. But above all, she is very passionate about creating new business. I know that she is a very thorough and popular director, and as such Mia will be an important asset for our clients, says Niclas Fröberg, who will continue as CEO with even more focus on clients and business development.

For more information, please contact:

Niclas Fröberg, [niclas.froberg@trekronormedia.se](mailto:niclas.froberg@trekronormedia.se), +46 73-505 05 05

Mia Forsgren, [mia.forsgren@trekronormedia.se](mailto:mia.forsgren@trekronormedia.se), +46 70-324 40 00

### **ABOUT MIA FORSGREN:**

44 years old. Married. 2 children. Originally from Jämtland, living in Vaxholm.  
Background: Longstanding experience in marketing, tactics, branding, sales, media, leadership and management, commercial partnerships between partner and PR.  
Career: Commercial Director, Universal Music. Marketing Director, Universal Music. Owner and Senior Consultant in PR- and communications agency Forsgren & Fors, CEO Ogilvy Destination, Media Director Sony Music, Counselling Consultant Matsgård Media.

**ABOUT TRE KRONOR:** Tre Kronor is an agency for performance-based communication situated in Stockholm. Through knowledge, creativity and technology

Tre Kronor creates effective results regardless of channel. The company has about 50 employees; strategists, generalists and specialists. Clients include SAS, Unibet, 3, Rusta, Forex Bank, Wifog and SOS Barnbyar. Tre Kronor is a part of United Communications Partners (UCP), listed at OTC Markets under the symbol UCPA.

ABOUT UNITED COMMUNICATIONS PARTNERS: UCPA is a holding company for the group of communications agencies 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.

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