

UCP Monthly letter December 2013

Welcome the last newsletter of 2013. To conclude it has been a very exciting year with many things happening in the UCP group and within each company. This month we have chosen to give you an insight to some numbers we are proud of that our customers entrust us with.

Media billing January - November 2013, compared to same period last year:

- Tre Kronor Sweden: 482 million SEK (73,2 million USD), +43%.
- Tre Kronor Denmark: 14,2 million SEK (2,2 million USD), (0 SEK November 2012).
- HowCom: 136,8 million SEK (20,8 million USD), 9%.
- Insight AS : 514,7 million SEK (78,3 million USD), +13%.
- Total media billing for all the companies in the group: 1 147 million SEK (174,5 million USD), +25 %.

Tre Kronor

New COO Tre Kronor Sweden:

A more recent piece of news is the appointment of Mia Forsgren as new COO in Tre Kronor Sweden. Mia was introduced in our last monthly newsletter after which she has been appointed COO of Tre Kronor Sweden. For more information please see press release from yesterday.

Tre Kronor client Wifog:

One of this month's most exiting cases and client launches is Wifog. Wifog is a mobile virtual network operator offering a completely free-of-charge service to consumers. The service is financed through advertising, which enables users to enjoy it for free. In exchange short advertisements are shown to users while using the service on an every-other-hour basis.

Emma Damberg, account manager at Tre Kronor Sweden, tells us more about the company and our collaboration with them:

"We have been collaborating closely with Wifog throughout the whole launching process, from defining the communication strategy, the advertising concept, platform as well as developing their website. Even though it has only been a few days since the official launch of the service, we can already see how efficient our channel mix has been by performing beyond expectations. We can clearly tell that the combination between native advertising, PR, SEM and RTB has worked very well. In addition, measuring the effect of each media in terms of conversion rates is key in this particular case, as this allows us to have an ongoing optimization of the campaign. It has been highly rewarding for us being part of this process and having the chance to go along with Wifog in this journey."

Tre Kronor Denmark

Tre Kronor Denmark has won two new Danish clients with campaigns running in 2013/2014. Det Kongelige Teater (<http://kglteater.dk>) and Jesperhus Feriepark (<http://www.jesperhus.dk>).

Nyheter365

Nyheter365 expand its offerings and is now also working with inserts in editorial magazines alongside their digital media offering. This is done in cooperation with Aftonbladet.

HowCom

HowCom and Gina Tricot are currently exploring potential business opportunities between both entities in the rest of the Nordic Region in addition to their original collaboration in the Swedish market.

About United Communications Partners

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