

UCP Monthly letter

Welcome to the January issue of the UCP Monthly letter. January 2014 has been without surprises and follows expectations. The month is characterized by many holidays so overall activity is normally rather low. This month we are sharing with you the main developments in Subsidiary Companies to the holding company UCP;

Tre Kronor Sweden

Tre Kronor Sweden has not won or lost any clients in January.

Tre Kronor Sweden is proud to announce that Maya Garkusha has joined the company, in January, as the Head of RTB & Programmatic. Maya has a solid history in this key online data-driven advertising field, most recently having worked with Omnicom Media Group. She brings to the company top notch digital learning and the ability to converse in Russian, among other languages. To explain what the RTB & Programmatic team does for Tre Kronor, we must define Real-Time Bidding (RTB) and Programmatic Buying.

RTB is the interface into an auction marketplace constructed on the foundation of Programmatic Buying & Selling. Smart Advertisers leverage RTB as one of many ways to target audiences wherever they may be in the digital space. In other words, Real-Time Bidding means that every online ad impression can be evaluated, bought, and sold, all individually, and all instantaneously. It is the future of all online advertising and enables exchanges and buyers to work together to programmatically sell and place bids on ads. It allows every impression to be cost effective, and to be placed in front of the right person, at the right time. When using RTB, it is the buyer's challenge to score every user on a variety of attributes, and place the right CPM bid and right creative in front of that user. RTB eliminates broad placement of ads and systemically allows each ad to be presented with intent behind it, based on available data to the buyer. Since RTB is the center of the spot market for video, display, mobile, and social advertising, our success today is the foundation for the next generation forward market.

Programmatic Buying describes online display advertising that is aggregated, booked, flighted, analyzed and optimized via demand side software interfaces and algorithms. With Maya on top of this ever expanding intricate digital ecosystem, we are more than confident that we now have the necessary tools that our clients need for success.

As informed about in earlier newsletter the planned version 2.0 of Tre Kronor Sweden and related organizational work is ongoing and had a kick-start in January with a brand book being issued, a training plan for staff, and new guidelines for work processes being set.

Tre Kronor Denmark

Tre Kronor Denmark has won client Memira with campaigns in 2014. Memira is the leading company within Laser Eye Surgery in the Nordics and has operations in Sweden, Denmark, Norway and Finland. Tre Kronor Denmark has not employed any new staff in January.

Nyheter 365

The interest for services of the type provided clients by Nyheter 365 have been on a high in January, with several articles in Business press. This has resulted in several new clients approaching the company. There are also many interested parties to buy this company and the sales process is ongoing.

Howcom

Howcom has among others won the client Svenska Sjö in January. Svenska Sjö is among the largest players in Sweden in leisure boat insurances.

In Sight

In Sight has not won or lost any clients in January.

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 Sweden, Tre Kronor Denmark, HowCom, Nyheter365, Abrego (Spain) and In Sight (Norway). Head quarter is in Stockholm, Sweden. For more information please visit: www.ucpworld.com