

UCP Monthly letter

Welcome to the March issue of the UCP Monthly Newsletter, our second installment for this year. In it you will find highlights from February 2014, as reported by the management of the various companies that fall under our holding company umbrella. First off, brief updates from the Swedish Media Market and the U.S. Advertising scene, followed by informational updates from our family of companies.

Media Market Update: Sweden & United States

The latest development in Swedish Media investments just came out from the Swedish Media Agency Association (www.sverigesmediebyraer.se). 2014-02-11 “**Media investments, brokered by Swedish media agencies members, begins the year slightly upward and increases by nearly 1 percent on the same month as last year.** Thanks to an increase in investments in media categories provincial press, internet and film respectively 9, 19, and 98 percent, total investments for the month of January and February have increased”. This is a very good sign for 1st quarter growth, for both UCP’s holdings and for the industry.

In the United States, viewers are starting to see the same level of personalization they see in online advertising as they do on TV. Using better insight from detailed viewing data, our agencies and brands can better track the success of highly targeted campaigns by linking all marketing activity from direct marketing (DM) to online response.

Tre Kronor - Office Rebranding and Office Growth



February has been an active month for all. To start, we have rebranded two of our office names. Tre Kronor Sweden will now be known as Tre Kronor Stockholm and Tre Kronor Denmark will be called Tre Kronor Copenhagen. Revamped office space as well as signage will follow by end of April including an update to our logo, homepage, and office.

For the month of February 2014, here is how the rest of our Tre Kronor Companies did (Tre Kronor Stockholm, Tre Kronor Copenhagen, Nyheter 365, HowCom and In Sight Media).

Tre Kronor Stockholm (formerly Sweden)



We won the client “Destination Östersund” (marketing the winter town of Östersund in the middle of Sweden). Our mission is to help out with branding, communications and media. Another client brought in was, “Svenska Tennisförbundet (Swedish Association of Tennis). Our mission: take back Tennis to the court. Branding, communications and sponsorship strategy will be used. On the Public Relations front, an article about Tre Kronor moving ahead into the marketing business appeared in the Swedish trade journal Resumé (the biggest trade publication regarding marketing in Sweden). In sum, Tre Kronor Stockholm is on a journey of development in a really positive way. Focusing on new business - not just new clients but new kinds of assignments/projects. We are going from only being media to marketing. The next new person to come aboard at Tre Kronor will be our Content Manager, followed by personnel in Public Relations.

Tre Kronor Copenhagen (formerly Denmark)



Tre Kronor Denmark has not employed any new staff in February.



Nyheter 365

A new employee was hired at Nyheter365. Christian Ström, started his position as Editor. Christian has a journalist degree from the University of Gothenburg and has previously worked for two years as a reporter for Sweden's largest tabloid, Aftonbladet.

Two new clients, TBA, were signed in February with campaigns starting in Q2.

Within Public Relations, an article in the magazine Resumé about print inserts produced by Nyheter365 appeared, detailing how Nyheter365 was accredited for the success of increasing customer acquisition by 522% for client NordicBet . For more information, see article in Resumé:

<http://www.resume.se/nyheter/reklam/2014/02/03/aftonbladet-och-nyheter365-i-bilagesamarbete/>

Abrego Spain/ Native Clicks Spain

Yesterday a new campaign went live with the client BBVA (one of the worlds largest bank) through our Mindshare. The next campaign in pipeline is the gaming client PAF. As of this week we have signed an exclusive deal with MSN Spain being the partner for Native Marketing. Native Clicks Spain will produce the articles for the clients of MSN Spain as well as Native Clicks have three exclusive placements for its clients.



HowCom

Has won the following clients:

SevenDay Finans, an independent finance company that specializes in private loans and saving accounts, Svenska Sjö, Sweden's number one boat and yacht insurance company and Animail, Sweden's largest online pet store.

HowCom has also been given the honor of being appointed one jury seat at Stockholm's Media Awards in the categories Best Campaign and Best Advertiser.

Fredrik Lundgren, CEO HowCom Evolution will represent them. The trade press published the official jury below:

<http://www.dagensmedia.se/nyheter/byraer/article3808567.ece>

<http://www.resume.se/nyheter/media/2014/02/27/har-ar-juryn-i-arets-stockholm-media-award/>

In general, HowCom has a positive view of 2014 with two planned new recruitments for May-June and a number of new client wins coming their way in the spring.

Spotlight On: Stefan Zetterberg of HowCom

For 15 years, Stefan worked up the ranks to Client Services Director for Aegis Media agency Carat Sverige. During this time, he was Board Member for iProspect, 2010-2011 and employee of the year. Most recently he co-founded HowCom where for the past 2.5 years he has successfully landed many new clients as the Client Services Director.





In Sight

There were no new hires in February. In the near future, two-three new positions will be added, Head of Research and one person for SEO and one for SEM.

No clients have been lost this year. In the process, they have two new potential clients coming aboard, with an estimated decision as to their hiring to be given before end Q2/14.

In Sight anticipates for a small decline in top line growth this year, taken into consideration that they fired one major client last year due to risk of taking on financial issues, as the client was suffering from cash flow problems.

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). For more information please visit: www.ucpworld.com