



# MONTHLY SHAREHOLDER'S NEWSLETTER

**Issue 6: June 2014**

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We welcome our shareholder family once again to the June issue of the UCP Monthly Newsletter, our sixth installment for this year. In it you will find the information you need as reported by the management of the various companies that fall under our holding company umbrella.

## UCP Starts use of iHub Extended Version Wire Service for Press Release

In case you missed it, on June 2, 2014, we released the following press release. This is how it was reported:

*NEW YORK (United Communications Partners) / ACCESSWIRE / June 2, 2014 / UCP's continued quest to maintain financial news transparency for its shareholders has led the board to go forward with the decision to use Investors Hub News Wire Service (iHub), effective immediately.*

*It was decided today that UCP's current holdings' growth along with the continued increase in client wins and global business development advancement (most recently in New York), required a broader news spectrum release.*

*"We at UCP are very satisfied with our selection of iHub as our news service and look forward to a solid working relationship this year", says Ken Rosenthal UCP Board member.*

UCP's decision to utilize an extended news wire channel means that information about UCP and its holdings will now be seen not only by those who follow the OTC market, but by a larger swath of people. Here is a list of where you can now read about us:

## **Financial Institutions and Brokers**

TradeKing	Scotia iTrade	Raymond James
Scottrade	TD Waterhouse	Union Securities
FirstTrade	CIBC Investors Edge	Canaccord
SogoTrade	National Bank	Dundee Wealth
1st Discount Brokerage	Credenital Direct	Stifel Nicolaus
RBC Direct Investing	Questrade	Choicetrade
BMO Investorline	Wedbush Morgan	Wolverton Securities

## **Financial Data Providers**

Reuters Eikon  
Dow Jones Newswire  
Bloomberg BT  
Factiva  
OTC Markets  
Quotemedia

Aquiremedia  
Barchart  
Financial Content  
Track Data  
Comtex  
Newstex

Relegence  
Newsedge  
Moreover  
OTC Bulletin Board  
CBOE

### **Filings**

Edgar Online

Sedar

### **Major Newspapers**

USA Today  
The Boston Globe  
The Tampa Tribune  
Denver Post  
The Miami Herald

The Salt Lake Tribune  
The Mercury News  
Houston Chronicle  
The Columbus Dispatch  
The Chicago Daily Herald

The Philadelphia Enquirer  
Financial Post  
Toronto Star

### **Associated Press**

New York Times  
USA Today  
Washington Post  
Los Angeles Times  
Chicago Tribune  
Star Tribune

Daily News  
Houston Chronicle  
Denver Post  
Arizona Republic  
Dallas Morning News  
Detroit Free Press

Tampa Bay Times  
Philadelphia Inquirer  
Plain Dealer  
Oregonian

### **Search Engines**

Google  
Yahoo

Bing

Ask

### **Major News Sites**

Yahoo! Finance USA  
The Wall Street Journal  
Yahoo! Finance (Canada)  
Yahoo News  
MarketWatch  
Barrons  
InvestorsHub  
ADVFN  
DailyFinance.com

The Motley Fool  
Stockhouse  
Financial Post  
TMX Money  
Zacks  
4-traders  
NewsVine  
Benzinga  
MSN Money

CNET  
About.com  
PaidContent  
MorningStar  
Business Insider  
Worth  
Quote.com  
Bigcharts  
Bloomberg Businessweek

Google News

### **Social Media Sites**

Twitter  
Facebook

LinkedIn  
Tumblr

Socialpicks  
Portfoliosharing

### **Apps and Mobile Sites**

Skygrid  
Pulse News

Google Currents  
MarketWatch Mobile

Accesswire Mobile  
Yahoo Mobile

### **Specialty Publications**

Biospace  
BioMedReports

Renewable Energy Network  
Oil & Gas Investor

Nations Restaurant News  
PennWell

### **UCP News: RTB/Programmatic**

Digital Specialist Sara Wendle along with her colleague Maya Garkusha lead Tre Kronor's pioneering RTB/Programmatic department, the future of ad buying. As the Internet becomes more crowded retailers and other businesses are looking for ways to make their ad dollars go farther while reaching more consumers. To stretch those dollars without giving up on targeting and analytics options, the use of RTB/programmatic is making a splash. Before programmatic ad buying, digital ads were bought and sold by human ad buyers and salespeople, which was expensive and unreliable. Programmatic advertising technology promises to make the ad buying system more efficient.

According to an AdExchanger research analysis filed on May 15, 2014, "marketer spending on programmatic advertising is strong and growing. Over the next twelve months, the majority of marketer respondents (66 percent) plan on spending almost half (40 percent) of their digital media budget programmatically, while a quarter of marketers plan on doing so for at least 80 percent of their budget. Currently, the majority of marketer respondents are managing 20 percent or more of their media programmatically, with nearly half managing 40 percent or more of their digital media budget this way."

When it comes to the use of RTB/Programmatic, all of our agencies now have trained experts on staff in their office. This bodes well for UCP and the clients of our holdings as the future of digital advertising daily unfolds.

### **Tre Kronor Stockholm**

A new PR consultant will move into our office. Her name is Sara Hemmingsson. She comes to us from JKL, a leading Nordic advisory firm.

For the month of May there were no clients lost. Instead we gained work! We were given an extended assignment with a shopping mall that has been acquired by Finnish CityCon. The mission now is to do marketing for almost 10 different malls in Sweden instead of one (the former one was Kista Galleria)! As we mentioned in our last newsletter, aGreatDay is a webTV platform where you can share or seek to have your dreams be fulfilled. It started in Sweden and now we are establishing it in the USA. Tre Kronor has also been given a new digital assignment for SAS in Finland and an extended assignment for SuperCell (in Finland). Finally, Nine – a national lottery, has asked us for a business plan.

In other news, Tre Kronor founder Niclas Fröberg and CEO Mia Forsgren travelled to San Francisco for an executive management tour at Google. This lasted four days.

Tre Kronor Stockholm is continuing our journey to nail more retainer based assignments, which looks very promising. We have a lot of offers sent out and new potential clients are calling in. Our new web as well as new templates with our new logo etc. will be launched mid-June, as seen here:

## **3KRONOR**

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### COMMUNICATIONS

We have also a full page ad in the biggest media publication on June 11, explaining our new take on communications. We are going from media (only) to communications. This means we can a broader offer can be given to current and prospective clients.

Lastly, UCP board member will soon be blogging for Tre Kronor Stockholm about the ever changing media landscape in New York (and in the U.S.).

### **Tre Kronor Copenhagen**

The Copenhagen office reports in that their formula for creativity and communication is working. They have several pitches in the Danish market and will announce soon their results. Always in the market for new business, and always giving their clients above and beyond tailored service, which is being recognized in their monthly bottom line.



"We had not dreamed of such good results", so said SAS Enterprise. How did they tell that the results were great? For SAS, they took up native advertising via Nyheter365.

"It worked very well," said Katja Ek Henriksson and Ulf Hermansson Samell of SAS Marketing Sweden. SAS Enterprise Services SAS Credits is an enterprise application that provides a certain number of so-called Credits. They tested a Native Advertising campaign with conversion focus. The

campaign was widely seen in Sweden via SvD, GP, Sydsvenskan to reach out to all the places where SAS flies from. The editorial content was adapted for each city with local angles for maximum relevance.

“We became like a local newspaper in each place. It was an incredibly fun and exciting campaign in that it came to stuff all the time and we adapted ourselves to the editorial content in ways we have never done before”, says Johan Rikner, CEO of nyheter365.

The result was not long in coming. The number of companies signed up for SAS Credits increased by 90 percent compared to previous months.

“We are really happy and had probably never dreamed that it would give such a good result. It has been incredibly smooth and easy to work with nyheter365. We have also worked in real time during the campaign and it has worked just fine”, says Katja Ek Henriksson and Ulf Hermansson Samell of SAS Marketing Sweden (regarding the work of Nyheter 365).



### **HowCom/HowCom Evolution**

Yet again, HowCom has landed another big client. Oxfam is a confederation of 17 organizations working together to find lasting solutions to poverty and injustice. Around the globe, Oxfam works to find practical, innovative ways for people to lift themselves out of poverty and thrive.

Newly established in Sweden, Oxfam has chosen HowCom to be their Media Agency after a pitch with several of the most well-known agencies in the country.

HowCom continues its growth with digital media in focus and plans further recruitments within digital strategies and trends. Sister company, HowCom Evolution is also growing according to plans with an update to its status of growth in coming newsletters.

### **Native Clicks – Spain** **NATIVE CLICKS**

Native Clicks continues to move forward with media exposure, having been featured in 4-5 online marketing magazine. New clients are being interviewed and discussion will be finalized this fall.

### **Spotlight On: Lars Bönnelyche – Partner, Tre Kronor Stockholm**

"What would you attempt to do if you knew you could not fail?" – a quote Lars strives to live by in his work.

To read his profile you would learn from him that he has... “more than two decades of experience from the Media industry in roles including Management, Sales, Marketing, Startups, Content & Entertainment.” His passion for negotiations and hands on experience working between top

advertisers and media owners is impeccable. And it shows. Mr. Bönnelyche continually receives accolades from members of the advertising community. Some awards received over the years include:

Awards:

2009 Silver Stockholm Media Awards (Dove)

2008 Grand Prix Cannes Media Lions (AMF)

2008 Gold Stockholm Media Awards (AMF)

2006 The Golden Egg (PokerStars)

2005 Golden Hammer, Grand Prix (OLW), Gold (OLW) & Silver (Nike)

2005 Metro Global Print Award (Dove)

2004 Silver Stockholm Media Awards (Volvo)

And let's not forget Lars also served as a lieutenant in the Royal Navy Reserves. A true leader in and out of the office, we are very proud to have him on our team.



**In Sight**

As we go to press, no changes have been reported for In Sight during the month of May.

Finally, in our next newsletter, we will have information with regards to our discussions had at the UCP board meeting, held in Stockholm on June 11, 2014.

### **About United Communications Partners**

United Communications Partners is a communication group with its subsidiaries and operational focus in Europe and beyond. For more information please visit: [www.ucpworld.com](http://www.ucpworld.com)

### **Contact Us:**

United Communications Partners

291 Broadway, Suite 302

New York, NY 10007

[info@ucpworld.com](mailto:info@ucpworld.com)

*Any questions/concerns, contact newsletter editor: [ken.rosenthal@ucpworld.com](mailto:ken.rosenthal@ucpworld.com)*