



MONTHLY SHAREHOLDER'S NEWSLETTER

Issue 12-13: December/January 2014-15

We welcome our investors from around the world once again to the combined December/January issue of the UCP Newsletter. 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.

From all of us at UCP, we wish you a prosperous New Year.....*Ken*

UCP News:

At the board meeting held on the 15th of December 2014 the CFO presented the latest financial forecast for 2014 for the UCP Inc. Group. In general, the investments from clients were lower than budgeted thus generating lower gross profit, but still, in sum, there was strong growth compared to 2013. The income from new clients - although according to plan - has not been high enough to compensate for the lower gross profit from current media clients. Therefore, the costs of the group has been managed accordingly and is to date lower than budget for the year. The current forecast is that the group overall will close the year with a financial result being a significant improvement compared to 2013, when the group had a loss of 1,096 KUSD. The group is however not expected to reach break-even, which was flagged in the Q3 report.

The board further discussed the business development and growth in 2015. The Group has won many new clients the last year and the new business drive still has momentum. We expect continued strong growth in 2015, from generating new clients and also through the new clients won in 2014. The new clients won this year often bought specialist consultancy services within new areas and many have already announced they will enlarge the scope of their assignments in 2015. It was further discussed how to improve the cooperation in the enlarged group including minority owned entities to harvest opportunities better. Several measures are planned to achieve the latter, one step being to implement an executive group consisting of the CEOs of each entity having regular meetings in 2015.

Another step to strengthen the Group and reach a price per share that more reflects the company's strength in the market place, is to focus on consolidating and strengthen the wholly owned entities, and disperse of businesses and areas of business not contributing. The board decided to focus on this in the business plan being produced for 2015/2016, to be reviewed at the next board meeting.

The meeting also discussed the proposal from shareholders to have an Investors' Relations Company and concluded that there could not be a justification for this new expense. At the moment, the hiring

of an external agency would not improve the shareholder's information, as the information shared and distributed by the company still has to be produced by the company. It was however decided to reconsider this decision after the first half of the year (2015).

3KRONOR

3Kronor Stockholm COMMUNICATIONS

Mia Forsgren, CEO from the Stockholm office reports in that... "From my point of view the summary of the year has been a real evolutionary one. Lot of things going on not only from our side but also from all media. Our focus has been and is to help our clients to take on their digital leadership.

A lot of new clients have signed on to 3Kronor this past year. Not only new ones but new kind of clients as well. And our assignments have positively morphed into a more communications advisory perspective."

Mia states that it is the office's goal to be an industry leader within the following key areas: Buying media, Programmatic, Technics, Search, Conversation, Production, Branding and Sustainability (through their 7-step process power to communicate that clients receive).

This past month, 3Kronor added on the following new clients: Glue Home (a digital lock and key system), Järvsö Destination (ski and summer resort in Sweden), SAS Finland, California Wine Institute, Stella Advokater (law firm) and EMC cloud computing.

The logo for Glue, featuring the word "Glue" in a bold, blue, sans-serif font.The logo for Järvsö, featuring the word "JÄRVSÖ" in a blue, serif font with a crown over the 'A', and the tagline "ALLTID VACKERT NÄRA" in a smaller, blue, sans-serif font below it.

We can also proudly report that there were no clients lost.

New employees: Tom Nymark was recently hired as project coordinator. He has great talent with a keen sense of business. He has been doing his internship with us the last 3 months and now he is full time.



In other important news, we produced a TV campaign for In Sight's client Cellbes and 3Kronor Stockholm partnered with Opentopic for Content Marketing ROI. Here's how it was reported in the trades:

“Award-winning Swedish communications agency 3Kronor selects Opentopic's content marketing platform to power content discovery and curation for global clients New York, NY - November 25, 2014 - Opentopic, the NYC-based company providing a content marketing platform that enables companies to more effectively engage and acquire customers through curated content, today announced a partnership with 3Kronor, an award-winning Swedish communications agency. As a result of this partnership, 3Kronor will leverage Opentopic's content marketing platform to power content curation programs for its clients to accelerate content marketing ROI.

Our objective was to enable an effective and scalable content marketing offering for our clients said Mia Forsgren, CEO of 3Kronor. After a close look at the content marketing landscape, we found that Opentopic's content marketing platform, with its ability to find exactly the right content from the vast landscape of digital information regardless of topic, format or language, provides the best solution to put our clients on the fast-track to real content marketing ROI.

At the core of Opentopic's platform is a content discovery engine that provides the industry's most comprehensive view of the digital content landscape. Unlike other platforms that provide limited search capabilities or restrict sourcing to licensed content, Opentopic draws from the full web spectrum, including search engines, RSS feeds, and even social media. The combination of search technology and influencer mapping ensures that any Opentopic client, regardless of industry or audience, can find the most relevant, high-quality content to engage and acquire customers.”

<http://www.ekonominyheter.se/pressmeddelanden/3kronor-ingar-partnerskap-med-opentopic-for-content-marketing-roi,122118>

3KRONOR

3Kronor Copenhagen COMMUNICATIONS

Hereby the news from the Danish office. We continue working with existing clients and so far there have been no losses. This month we have signed a contract with a new client called Proactor. This is a artist management agency who represents professional musicians, comedians, actors and speakers from both Denmark and abroad. We are currently running our first campaign with them right now for a comedy show. <http://www.proactor.dk/#!english--deutsch/cztc>



HowCom/HowCom Evolution - Sweden



HowCom reported in the following news:

New Hires:

There were no new hires during December. However, in the coming months new employees will be hired in the Digital and TV departments.

Client Wins:

No new clients in December but others are on the horizon.

Client News:

No news out of the ordinary, however the busy December month includes both late campaign planning for 2014 as well as 2015 strategies.

General:

The current market situation for TV drives the client towards increased online investments for 2015. Mobile also grows in interest, especially targeting the younger target audiences.

Native Clicks – Spain **NATIVE CLICKS**

Native Clicks believes in making the complex seem simple. Therefore, they continue to uniquely apply a step-by-step marketing model for their clients so that together with their customers they can easily and with minimal effort, get started and create effective results immediately. As they continue forward, Native Clicks reports in that in the past month, there was no client wins/losses and no new employees. However, 2015 is looking bright.



In Sight - Norway

New clients:

There were no new clients this period.

New business activities that took place:

We had a prospective new client meeting with SATS/Elixia health club management – with another meeting scheduled for January.

Employees, competence development and staffing

Pål Sørensen a senior consultant is leaving the company in January. We are currently searching for his replacement. We will most likely have 2 student internships during 2015 to work with digital.

About United Communications Partners

United Communications Partners is a communication holding group with award winning subsidiaries and operational focus in Europe and North America. For more information please visit our website: www.ucpworld.com or find us on the OTC Market Wire News as well as iHub, news wire gateway to Reuters, DowJones, Bloomberg, Yahoo Finance, WSJ and many more news reporting services.



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