



MONTHLY SHAREHOLDER'S NEWSLETTER

Issue 14: February 2015

We welcome our shareholders from around the world to the February 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.

I personally thank you for your continued support of UCP.....*Ken*

3KRONOR

3Kronor Stockholm COMMUNICATIONS

Mia Forsgren, CEO from the Stockholm office reports in that... “2015 has set off like a rocket. Teams are busy working with strategies for the top clients. A lot of new client meetings are on the agenda, as well. We have had and are having interesting meetings with potential clients within the financial area, too.

3Kronor Stockholm is also getting closer to finalizing our sustainability work. What this means is that clients will see a lot of new super-efficient solutions as we are aiming to create the best workplace in the world. We base our work ethic on the value of our sustainability process where we look at profit, people and planet (as detailed in prior newsletters). We are aiming to add on new clients as a result of this new process and have targeted mid-March for its beginning.

As to new clients/assignments, we have extended media work for Bringwell, Proffice and Izettle. There will be a new start with a former sleeping client Vitamin Well, too. Recently, we started a heavy media rotation for our education program for Eniro. Our work for new client Taxi Stockholm (the biggest Taxi Company in Sweden) will start this month while work for startup client Glue Home already began in January.

We have hired 2 new people: Hampus Lewenhaupt as conversion coordinator and Tom Nymark as project coordinator. They are both passionate about their work.”



Finally, 3Kronor is taking our 6 biggest clients to Paris in April to the headquarters of JC Decaux (JCD), a multinational corporation based in Paris. JCD's prime focus is bus stop advertising, billboards, etc. It is the largest outdoor advertising corporation in the world.



JCDecaux

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 and no news to report.

HowCom/HowCom Evolution - Sweden



HOW
COM

New Hires

Sanna Junkka has been employed as Online Specialist. Sanna has been working at Carat Sweden and is a really strong recruitment to the Digital team at HowCom.



Client Wins

No new clients in January.

Client News

All clients within HowCom look strong for 2015. All signals point to increased activities, especially focusing around online media work.

In General

The situation in the Swedish TV market creates opportunities for other media solutions as well as unorthodox ways of handling a client's media budgets. This will change the current situation for some of the media owners during 2015.

Native Clicks – Spain **NATIVE CLICKS**

Native Clicks continues working with existing clients and so far there have been no losses and no news to report.



In Sight - Norway

In Sight continues working with existing clients and so far there have been no losses and no news to report.

About United Communications Partners

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