



MONTHLY SHAREHOLDER'S NEWSLETTER

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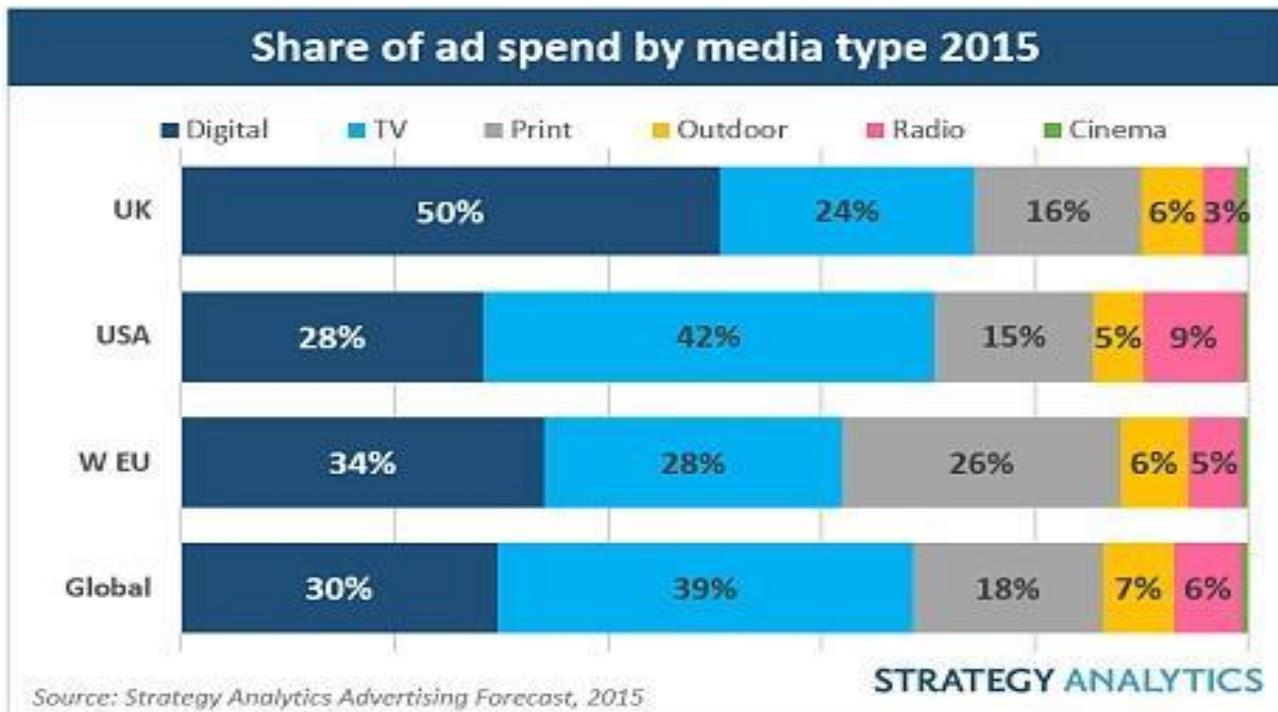
We welcome our shareholders from around the world to the Spring 2015 issue of the UCP Newsletter. In it you will find the information you need as reported by the management of the various companies that fall under our holding company umbrella.

CEO, Niclas Fröberg noted that in a recent news article, a Media Agency Survey for February 2015 showed there was reduced media investments for print categories. Media Investments, mediated via the Swedish media agencies members, declined marginally in February, down 0.4 percent compared with the same period in 2014. All Print categories for February and media investments for print were the lowest since 2007. But, herein lies the good news. This month's winner was media categories Outdoor/traffic advertising, Internet and search. Total allocated spend in February was over 915 billion kr. Media category outdoors/traffic advertising also increased most during the month of February, a growth of 34.6 percent, the highest figure for the category since February 2007.

Even more, media categories internet and search growth were strong in February, 29.5 percent and 24 percent respectively. The trend of the outdoor medium is a very good one for 3Kronor. 2014 was a year of strong growth, and 2015 has begun even stronger. The movement of money into digital media continues unabated, says Staffan Slörner, CEO Swedish Media Agencies. For print categories continued decline in February and media investments for print are the lowest since measurements began in 2007. The tabloids (metropolitan daily newspapers, trade publications, popular magazines and newspapers provincial) lost the most exhibiting a negative growth of 37 percent. Media category cinema has also had a tough month and decreased by 21.7 percent. It is also to be noted that for the third consecutive monthly TV sharply decreased, -16 Percent in December, -12 percent in January and 9.5 percent in February. TV continues to lose big money.

As we can see from the diagram below, digital leads the way in advertising all over the world except in the United States, where the print media is still considered a solid form of advertising. I suggest that when it comes to the digital movement, the U.S. at times stubbornly lags behind in moving forward. This slow acceptance to change is actually starting to move rapidly now. Recently, big media publishing houses Conde Nast accepted the fact that today's generation reads on a tablet rather than in a newspaper and invested more money in its digital media division than ever before in its history. At last, the U.S. is digitally catching up to the rest of the world.

What all this means is that the immediate trend away from print towards the digital medium is in full swing with 3Kronor already in the driver's seat, positioned to take the digital wheel in Europe.



Once again, we thank you for your strong support and keen interest in all we do. Key earnings and beneficial UCP Board Meetings will be following in the coming days and months.....*Ken*

3KRONOR

3Kronor Stockholm COMMUNICATIONS

Mia Forsgren, CEO from the Stockholm office reports in that... “We have had a great start of 2015. Lot of things going on. And the industry is continuously evolving especially in digital knowledge and development.

We are in the process of employing 2 people with digital competence; one will work within Programmatic and the other will be involved in technical expertise and digital leadership. We have also expanded the search team with one person since the business around search is fast moving.

New clients:

Great Place To Work – a global survey company that rewards “The best workplace” every year based on results from employees. We have done branding, connected to media buying, search and pr.



Taxi Stockholm – the biggest taxi company in Stockholm. Strategies and media buying.



Stockholm Lightning – innovators in lightning/LED. Strategies and packaging within social media and content.



Eniro – the biggest local search company in the Nordics. Branding and education.



Upptäck närheten. Sök lokalt.

We have also expanded assignments for already existing clients adding search to several of them (Bringwell and Proffice for example). And we are starting a Programmatic project for top client SAS.

New Business processes and possibilities are really in focus. We are meeting with potential new clients and projects. In Stockholm, the team for New Business consists of Lars, Niclas, Carl and Mia. Other areas/potential business 3Kronor sees growing include native marketing, search, programmatic, production and conversation/social.

We have also been participating in a huge branding development for SOS Barnbyar (Child villages).



This year, we have been invited again to an executive management tour and meeting by Google in San Francisco. We are the only media/communications agency in Sweden to be invited. The tour is in June.



Additionally, together with JCDecaux we are bringing six of our biggest clients to Paris to JCDecaux Head Quarters for education and information. The trip will take place April 23-24.



Make sure you head to this link to see one of the latest ads from 3Kronor for the technology breakthrough product co-founded by fellow board member Carl-Johan: Glue Lock. With Glue Lock, you can use your smart phone to open doors and share digital keys.

<https://vimeo.com/122742482>

Glue

Finally, the 3Kronor Stockholm office finalized our own process in sustainability, which has garnered a ton of interest from potential clients.”

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

New Hires:

Andreas Malmfält has been employed as Head of Broadcast. Andreas is one of Sweden's most experienced TV buyers and will strengthen HowCom's digital team with the transmission of TV into all platforms. Andreas comes from Bizkit and before that Vizeum.



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 top clients and so far there have been no losses or news to report.

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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