



MONTHLY SHAREHOLDER'S NEWSLETTER

Issue 16: May 2015

“We welcome our shareholders from around the world to the May 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.

The fruits of hard work (i.e., new clients and top awards) have come to fruition over the past few weeks from our stable of companies. We thank you, our shareholders, for your solid patient support and persistent desire to always be number one, in all areas. Our board is here for you and are listening to your voices”.

.....*Ken*

3KRONOR

3Kronor Stockholm *We Create Sustainable Success*

Mia Forsgren, CEO from the Stockholm office reports in amazing news. As we all know, 3Kronor Communications was named Agency of the Year. This win bodes well for gaining the attention of prospective new clients and should ultimately have a positive effect on the company's overall bottom line. Here's how we reported it to the media:

<http://finance.yahoo.com/news/3kronor-communications-named-best-media-150900885.html>



In other news, Mia reports that, “What we see is that the digital revolution is here to stay. This means that our clients can now avail themselves to more digital communication tools in marketing which is very uplifting for us yet can also be challenging. But, this is our motivator.

The digital business is divided into different capacities where you must have a recognized digital footprint in every area (since it is all connected). Whether media is owned, earned, searched for, programmatically bought or social media managed, 3Kronor steadfastly continues to evolve and expand its’ footprint as an industry leader in innovative digital communications. And the results of our work has garnered us the interest of not only our industry colleagues but potential clients seeking the best work in the business.”

As we look to the months ahead, the biggest team of employees will be in the digital traffic department. We are in the process of hiring more and more. We have also replaced our Head of Programmatic with yet another star – she has both TV and analysis background and has been working within programmatic the last couple of years. Her name is Emma and she will start at 3Kronor just before summer.

Also of note, the former TV-planning and specialist team is now called AVOD. They will be handling all videos in every platform from traditional TV to digital platforms. Again, it is proof of the digital transformation in action.

On the client side, new clients include:

Aftonbladet – the biggest daily in Sweden: strategic work and packaging.



Cellbes – quality online fashion: production with TV commercial and TV buying in Norway and Sweden

CELLBES

Great Place To Work – for over 25 years, they have studied and identified great workplaces around the world: branding platform and SEO and SEM.



Stockholm Lighting – developer of new lighting solutions: digital strategy and social media.

Stockholm Lighting



SAS – the largest airline in Scandinavian: starting a new project within Programmatic



Scandinavian Airlines

In even more exciting news, 3Kronor recently won two top clients, Lensway and Clas Ohlson:

Lensway – leading global optical retailer, chose 3Kronor Communications as its new media agency. The assignment involves a number of countries and markets.

As reported via our press release: <http://www.marketwatch.com/story/media-agency-3kronor-wins-another-top-client-2015-05-18>

Clas Ohlson – a Swedish Hardware Store and mail order company chose 3Kronor to work on a range of media campaigns.

As reported via our press release: <http://finance.yahoo.com/news/communications-agency-3kronor-wins-major-203400785.html>

In the coming weeks, we are considering projects and products which we might license or invest in. This includes innovative tools to be able to measure everything in real time.

Which brings us to **Google**. This year, we have been invited yet again to an executive management tour and meeting by Google in San Francisco. We are the only media/communications agency from Sweden to be invited. The meetings will be held June 8-11, which consists of inspirational talks, hands-on learning, and a chance to hear more about Google's latest developer products.



Finally, please take note of 3Kronor's new and refreshed logo which now includes the "We Create Sustainable Success" tagline and our updated website that reflects the ever evolving world of communications that we work in.

<http://www.3kronor.com/>

3KRONOR

3Kronor Copenhagen *We Create Sustainable Success*

In our Denmark office, we have commenced a strategic alliance with a digital agency called Snow. They are very strong within all areas of digital marketing and work out of a similar business model as ourselves (result based marketing). This relationship will strengthen our position in the marketplace and widen our product offering for both our existing and new clients. Therefore, Snow will do our digital buying and be considered as our digital department.

SNOW

<http://www.snowagency.dk>

**HOW
COM?**

HowCom/HowCom Evolution - Sweden

We are increasing our efforts to find the best digital individuals in the Swedish Market. During the coming months we will be able to release news about at least two new hires.

As to new clients, we have been invited to two interesting pitches in May, more info will follow next month. We have also decided to terminate our cooperation with Oxfam.

Spring 2015 has been good to us as HowCom won the IAB SWEDEN MIXX AWARDS 2015 for the: "Best Digital Campaign – Branding".

The jury's citation read as follows:

"The winner in the category Mixx Awards Best Campaign Branding has both expert creativity and sublime efficiency considering their given topic (text and drive: dangerous automobile behavior). But, with humor, HowCom made it interesting with a new concept that exemplifies clear proof of company success and digital prowess. With multi-channel strategy in digital channels and with extreme outcome,

the campaign has paradoxically succeeded in precisely the channels it turns against, but only in the given situation, "Sluta Rattsurfa"! (Stop texting on your mobile while driving)"



Additionally, HowCom placed third in the Swedish Agency of the Year Stockholm Media Week awards for 2015, bested by fellow UCP Company 3Kronor Communications.

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 (UCP) is a leading Nordic Region communication's group listed on the OTC Markets under the symbol UCPA. We are comprised of award winning innovative full service media agencies located in the Nordics. With the client's needs always top of mind, UCP's mission is to grow our client's business exponentially, utilizing cautious strategy, smart client development and expert advice. The core of our expertise exists within our pioneering performance based marketing, advanced digital capabilities, prominent business expansion success and creative deal structuring for our clients.

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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