



# MONTHLY SHAREHOLDER'S NEWSLETTER

**Issue 17: June 2015**

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

As we already reported in an earlier press release, fellow board member Carl-Johan Grandinson has stepped down to pursue his entrepreneurial work with Glue. Therefore, the UCP team will be having a board meeting in Stockholm on Friday, June 26<sup>th</sup>. All members will be in attendance to discuss Mr. Grandinson's potential replacement as well as other business issues at hand. The next newsletter will be a combined July/August summer issue and will include full details of the outcome of this meeting. Press releases will of course follow for all important details decided upon.

We would also like to take this opportunity to wish former 3Kronor Stockholm CEO, Mia Forsgren continued success in all of her future endeavors. She will be missed.

Finally, we bid all of you a pleasant summer and look forward to a solid 3<sup>rd</sup> and 4<sup>th</sup> quarter for all of our companies!! Once again, thank you, our shareholders, for your steadfast support.

.....*Ken*

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## **3KRONOR**

**3Kronor Stockholm** *We Create Sustainable Success*

In her final month as CEO, Mia Forsgren reports in from the Stockholm that: On the new client side with Clas Ohlson and Lensway, we have already started work for them and campaigns are up and running. The teams built around the new clients have moved fast with project deliveries. As to other new clients, we have some interesting pitches which we are preparing at the moment to be decided in August or September. Both of those companies would be a perfect match for 3Kronor. More to come after the summer!! Additionally, we are busy handling several new minor clients where production is the main part of the assignment (home pages, brand production and content).

As you know, two weeks ago our new Head of Programmatic came on board (Emma Grönlund) and in August we will welcome a new person to lead the Digital Traffic team.

Summer is getting closer and holidays are coming up. July is the typical holiday month in Sweden for all employees as business is really slow at that time. As a result, all summer media planning is being done now prior to July. As you can imagine, it is a very busy time in our office. Our team is working hard and we are proud of the first half of the year's accomplishments we have attained for our company and our clients (see photo below).



Mia in closing states: "Since this is my last report as CEO for 3Kronor, I would very much like to wish 3Kronor the best of luck! It is such a good company with wonderful, skilled and talented people! With Niclas and Lars in the driver's seat there will be many more new clients to come and awards to win! I am moving into a start-up company and in the near future I will surely be a client of 3Kronor"!



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# **3KRONOR**

**3Kronor Copenhagen** *We Create Sustainable Success*

3Kronor Copenhagen continues working with existing clients and so far there have been no losses and no news to report.



## HowCom/HowCom Evolution - Sweden

### *New Employees*

**Leonard Müller** has just been hired from OMD. He will begin July 1st as an Account Manager, Digital Solutions. Leonard has a background in digital implementation and will immediately strengthen our lead digital team.



HowCom also plans to further strengthen our growing digital department after the summer with the addition of two new team members.

### *Client Wins*

**Telge Energi** is the latest client win for HowCom. Telge Energi has over 170,000 customers and is an independent energy company that sells electricity from renewable energy sources like solar, wind and water to private customers and companies.

“I see a huge commitment from HowCom as they have a very high level of competence and credibility in the business. Moreover, they have shown great interest in our business and our industry with its challenges. HowCom also has clear values that are consistent with ours”, says Marie Grabe, Marketing Manager at Telge Energi to Dagens Media. Besides Howcom – Bizkit/ Havas and MEC was also in the pitch.

Telge Energi and Howcom will now review the company's media strategy. In late autumn, we can expect the first results of this new collaboration.





You can read more about this impressive client win at the link below (in Swedish):

<http://www.dagensmedia.se/nyheter/byraer/article3914595.ece>

### ***C-Suite Level Movement***

During the summer, HowCom's founder and CEO Raymond Emtemark will focus on the growth of the HowCom group as Head of Business Development. In doing so, co-founder Stefan Zetterberg will now move over as the CEO.

### ***HowCom AB Board Movement***

Lars Bönnelyche, will now join the board of HowCom AB, replacing Niclas Fröberg, (new CEO of 3Kronor Stockholm). Additionally, Raymond Emtemark will become the new board chairman.

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### **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 reports in two new client wins:

- 1) Elite Foto is the largest photo printing service online in Norway.



2) Steinspruten is known for car glass repair and replacement. Two of their biggest accounts are: AVIS and Budget



New Business activities:

- There was a very productive meeting with the marketing director of Bilia Norway. Interesting and good meeting. We received signals about an upcoming discussion about a Nordic pitch. We will follow this up closely.
- Additionally, we were invited to a large pitch with an electronics retailer in Norway. The decision will take place July 2<sup>nd</sup>.
- Also, we pitched together with a Digital creative agency called Good Morning. The client is an already established premium clothing brand coming to the Nordics
- Finally, we will have a meeting with the marketing director of Nille in Norway. Nille is not likely to change agency the coming year.

Employees:

- Ingrid Helene Skjerve has left the company
- David Jacobsen is taking the role as COO



- Merete Mandt Larsen is hired as strategic client consultant starting September 1<sup>st</sup>.



All in all, we are looking forward to an even busier next 6 months.

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## **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](http://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.



NICLAS FRÖBERG

LARS BLOMBERG

ANNA-KARIN DARLIN

KENNETH ROSENTHAL

**Questions/Comments:**  
United Communications Partners  
291 Broadway, Suite 302  
New York, NY 10007  
email: [ken.rosenthal@ucpworld.com](mailto:ken.rosenthal@ucpworld.com)