

To all shareholders of United Communications Partners Inc.:

Summer greetings from Niclas Froberg, UCP CEO and Co-founder of 3Kronor:

When we started 3Kronor in 2007, Carl Johan Grandinson and I shared a dream to create one of the world's best media agencies. Now in 2015, we can proudly summarize and state that 3Kronor has been elected Sweden's Best Media agency four times and selected as media agency by many of Swedens best advertisers such as SAS, Clas Ohlson and Unibet, as well as by many renowned international advertisers (such as Lensway, Universal Music and Western Union).

3Kronor has also entered a partnership with UCP with the aim to expand the agency and enter more countries. Until now, it has been necessary to focus mainly on our home market Sweden, by laying the foundation for future growth into further markets. This growth has expanded our business into Norway, Denmark and Finland by request from our advertisers. Further, we are now also able to assist advertisers in other parts of the world too, outside the Nordics, through our membership in Columbus Media International, an association that has representation in many countries around the world (e.g., Horizon Media in the US). We have therefore concluded that to establish our own agency in the US is not a priority.

During the last seven years we have had an amazing growth. Since 2012, UCP net revenues grew 163%! Despite a great caliber of growth, our profitability has not been satisfactory. As such, our focus now will be to improve earnings. Of course, we shall continue to grow but profitably. To ensure this we have implemented more strict cost controls and have already to date made great savings, besides successfully intensifying our sales efforts (as you know through the newsletters). The Board of UCP and management are committed to succeed with this new business plan to generate profits going forward. At the recent meeting of the UCP Board, long-term financial objectives were discussed. It was decided that our goal is to increase profits with at least 15 percent per annum for years 2016-2018.

We hope these measures will increase the value of your shareholding in the future. Thanks to all of you that have contacted us during the year with ideas for the business. We do review all ideas, within the framework of our business focus.

As it is vacation season in the Nordics in July and early August, activity level is low at this time of the year. In the end of August activity picks up again. Normally we have the most intensive period in the last quarter (Q4), when both the current year shall be finalized and strategies for year 2016 developed for our clients.

Once again, we thank you all and wish you a great summer. We look forward towards an exciting fall 2015 with many new positive developments for UCP and its entities.

Niclas Froberg  
CEO, UCP Inc.