



For Immediate Release

Results-driven Stockholm-based Media Agency 3Kronor welcomes new CEO and Partner Hakan Jerner this Fall

STOCKHOLM, SE (United Communications Partners) August 17, 2015.....“I am very much looking forward to becoming part of the 3Kronor Group and lead its development at such an exciting time for the media industry”, says Jerner.

Jerner previously worked with gaming company Unibet since 2009, and as head of its Nordic operations for the last three years, during which time he led the company’s business, marketing, and brand building strategies. Prior to this, he was Chief Operating Officer of street fashion company WeSC International as well as Strategic Sales Manager at Nike.

Jerner enters his new role on October 1, taking the reins from previous 3Kronor CEO Mia Forsgren who led the company since 2014. He will also be responsible for 3Kronor holding companies Insight, 3Kronor Denmark, and Howcom. Jerner said that he is looking forward to his new assignment and playing a role in the continued development of 3Kronor.

“Ongoing digitization, paired with the ever-increasing need for unique expertise in 3Kronor's core areas alongside the broad customer experience the company already has will strengthen our position and our service in the future”, he said.

Niclas Froberg, president of UCP Group Inc. and a founder and previous CEO of 3Kronor, expressed delight at the news of Jerner’s appointment. “Hakan Jerner has proven that he is one of Sweden's best business managers, notably through his work at Nike, and most recently as Nordic CEO of Unibet. The results speak for themselves. We are proud that Hakan has chosen to become a partner at the firm and will be taking over responsibility as CEO”, he said.



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.

About 3Kronor – Stockholm, Sweden

3Kronor Stockholm is a part of United Communications Partners (UCP) corporate umbrella and is a member of the Columbus Media International Network. Founded in 2007, 3Kronor operates as a new type of media agency. We build excellence in everything from television and display to direct response and online media. Our major clients make us experts in quality assurance. Our smaller scale clients nourish our entrepreneurship. We care about our relationships. We have won great prizes. **Best Media Agency 2010, 2011, 2013 and 2015.** 3Kronor combine knowledge of technology with a flair for communication. We are focused on results. We are curious and driven to seek out what's new and always evaluate the best outcomes. We question conventional wisdom and create success. In the end, we want to be your business partner.

Press Contact:

Ken Rosenthal
United Communications Partners Inc.
291 Broadway, Suite 302
New York, NY 10007
ken.rosenthal@ucpworld.com