



# MONTHLY SHAREHOLDER'S NEWSLETTER

**Issue 18: July/August/September 2015**

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We welcome our shareholders from around the world to the end of Summer/early Fall 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 UCP team will be having a board meeting soon to review 2015 and discuss our business objectives for 2016. We thank you again for your unwavering patience and solid support.....*Ken*

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## **3KRONOR**

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

*From Niclas we get this letter to the shareholders:*

Dear shareholders:

We are now back to normal business after the summer holidays. It was gratifying to finally be able to deliver a report showing profit for the UCP group for the six-month period ended the 30<sup>th</sup> of June 2015, enabled by a strong financial progress for 3Kronor.

During the spring, 3Kronor has been intensively working towards clarifying our business structure/objectives/role and position in the market. It has already given results on the business side with assignments for new clients, (for example Clas Ohlson and Lensway among others), as well as new business opportunities. We are currently involved in the new business pitch process with several prospective clients. On the financial side, we can see the positive results in the form of a stronger financial outcome.

In the end of August, we had a company workshop at 3Kronor with the theme "Start of the quarter autumn 2015". We spent 2 days on an island in the Stockholm archipelago (Grinda), going through our offerings to clients, sharing experiences, discussing how to improve our operation, including the need for the right resources and how to strengthen our culture and leadership. The result is a forward thinking 3-year business plan with strategies how to reach our goals, including qualitative and financial targets for 3Kronor. It was also decided to strengthen our marketing, including improving our presence in our own social channels and participating in more competitions, such as Cannes Lions, going

forward. Håkan Jerner, incoming CEO for 3Kronor (1<sup>st</sup> of October 2015), participated in the workshop and presented himself as well as his expectations for the future of the agency in Sweden and Denmark.

At the moment we are busy with several on-going pitches, most of which the contracts will be finalized during October. We hope to see some new clients joining soon. We are also in the process of recruiting within the search and programmatic field, an important growth area for us to keep our position as the strongest media agency within digital in the Swedish market.

On the 1st of November, 3Kronor will be moving into new offices in central Stockholm. Photos of the new offices will be included in the next newsletter. The current office contract was up for renewal and our current landlord announced a significant rent increase. So we decided to find a new office with a more attractive rent, and thus found a more reasonably priced office at an even greater location than our current one in downtown Stockholm.

The Columbus network and our international co-operation is continuing to evolve. In fact, there is a Columbus Media International summit in New York on November 18-20. We will inform you about the outcome thereafter.

This will be my last newsletter on behalf of 3Kronor as Håkan Jerner will take over this role as CEO for 3Kronor. I will continue to report to you in the newsletter as CEO of the UCP group.

Mr. Jerner will be responsible for 3Kronor Stockholm, 3Kronor Copenhagen and 3Kronor's shareholdings in HowCom AB and In Sight AS, but will still report directly to me. Going forward I will focus on developing our international and Nordic presence and network and on chasing (and winning) new business. I will also continue as strategic advisor for 3Kronor's main clients. We are now looking forward to an exciting time both the rest of this year and in the coming years.

**Niclas Fröberg**  
CEO and founder

And so we welcome Håkan to our UCP family. 3Kronor Stockholm is in the hands of an innovative communication's expert. Here's how we first reported this great news:

<http://www.ucpworld.com/wp-content/uploads/2015/08/Press-Release-Hakan-Jerner.pdf>

In other news, a big Congratulations to David Von Schantz, 3Kronor Stockholm – who was ranked as one of Sweden's nine best advisors at the **Media Mecca Awards**.



**MEDIA MECCA**  
**AWARDS** 

Also, Tourn International, a company which has built a technology platform and marketplace for the future of advertising has now partnered with 3Kronor with its social media work.

<http://www.resume.se/nyheter/artiklar/2015/09/04/influencers-ar-de-nya-annonspelarna--tourn-i-samarbete-med-3kronor/>

In sum, a lot of business and a lot of hard work continues.

## **3KRONOR**

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

New Business: We've recently won a client by the name of Cinemaxx, which is a cinema chain in Denmark with outlets in the 3 major cities in Denmark. They handle the IMAX cinemas so right now we are planning a campaign for the new 007 film.



We are also working with Lloyd shoes, a client that we landed via an agency in Germany. Finally, we're awaiting answers on two major pitches so we've have a lot going on 4<sup>th</sup> quarter.



We have also started a recruitment process since we need more people working with us. We have been deliberately careful of waiting to recruit more personnel until we knew the outcome of our strategic alliance with the digital agency called Snow. As I mentioned before they are handling all parts of our

digital marketing at a very integrated level at the moment. We hope to strengthen our relationship and we are also considering moving offices together. Hopefully this will happen soon.

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## **HowCom/HowCom Evolution - Sweden**

### **New Hires**

Maria Klang has been employed from the 1st of September as Coordinator of Digital Media. Maria has a background of digital implementation at IDG and will strengthen HowCom's digital team.



Peter Wendt has been employed from the 1st of September as Communication Analyst at HowCom Evolution. Peter has a background from analyst work at Carat and Vizeum Insight as well as from the marketing department at Siba, one of Sweden's largest consumer electronic companies.



### **Client Wins**

Svenska Fotbollförbundet, The Swedish Fotboll Association, has signed an agreement with HowCom Evolution for a brand tracking.



## Native Clicks – (Abrego in Spain) NATIVE CLICKS

Native Clicks is in the process of being closed due to a strategic decision to discontinue our operations in Spain.

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## In Sight - Norway

### New clients:

1. Turner Broadcasting (via 3 Kronor)
2. Outlet One – brands from all over the world at outlet prices.



### New Business activities:

1. Meetings with Marketing management in Toyota Norway
2. Meeting with Jernia, a large hardware retailer (tools, interior articles, kitchen equipment, etc.)



### Employees, competence development and staffing

Madeleine Rønsaas is now employed as Digital Planner, as of the 1st of October. We are now 13 full time employees and 1-part time.

### Other activities and focus areas

- We are now in the process of meeting all our existing clients to present possibilities with digital performance marketing such as programmatic buying, Google AdWords, Facebook ads, YouTube campaigns, etc. These presentations have been quite successful as it appears that almost all meetings result in more business and closer relations to the clients.
- Strong focus on new business activities

- We are working on a new presentation for our company, In Sight with the help from a creative digital company called Good Morning.

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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.



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