



MONTHLY SHAREHOLDER'S NEWSLETTER

January/February 2016

We welcome back our shareholders from around the world to the January issue of the UCP Newsletter. In it you will find information as reported by the management of the various companies that fall under our holding company umbrella.

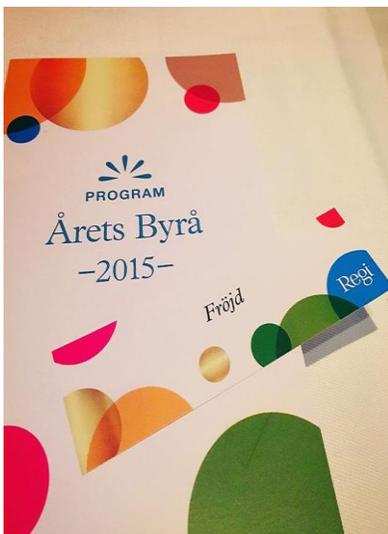
Thank you for your steadfast support. 2016 is shaping up to be a busy year for all our companies.

.....*Ken*

TREKRONORMEDIA™

Tre Kronor Media Stockholm

Thursday night was the Swedish edition of the Årets Byrå or “Agency of the Year Awards” held at Cirkus in Stockholm. This award is based on a customer satisfaction survey, held for the first time in Norway. The Swedish market research company Regi surveyed what customers think about the advertising agencies, public relations agencies and media agencies deliverables in 2015. The proportion of customers who wanted more digital skills grew from nine percent in 2010 to 26 percent in 2015. We are happy to report that this year's media agency winner was **Tre Kronor Media Stockholm!** Congratulations to all!!!





Håkan Jerner, CEO reports in that there has been a good start to the year at headquarters. We are up to speed with year planning, strategy and media negotiations for our new clients Synsam, Hornbach and Leo's Lekland. Those customers were won in Q4 but they are now fully implemented and the customer teams are full on as to workload.

A new client won in January is Holiday Club, a hotel/resort in Åre/Sweden.



We are nominated to become Media agency of the year. The winner will be announced on Feb 11th. We are recruiting to strengthen our broadcast, search, traffic and digital planning teams. We have a lot of applications and the aim is to close the processes in Q1.

I am full of optimistic confidence for 2016, as we have a good position and a lot of ongoing projects that will improve our efficiency and our profitability going forward. We still need to optimize and improve our product offering but with the recruitments we have in the pipeline and the business intelligence hub we have started to build I am positive about the results.

The media barometer for December (see below) shows the trends for media investments:

Mediebyråbarometern						
December	Dec 2015	Dec 2014	Diff December	Ack 2015	Ack 2014	Ack diff
Dagspress landsort *	68 414 220	71 018 898	-3,7%	794 750 192	858 273 402	-7,4%
Dagspress storstad *	84 041 613	94 642 890	-11,2%	976 839 524	1 165 193 697	-16,2%
Dagspress kväll	17 663 294	20 991 080	-15,9%	181 521 862	277 283 106	-34,5%
Populärpress	20 084 859	20 120 692	-0,2%	348 191 075	375 878 924	-7,4%
Fackpress	8 655 361	10 338 001	-16,3%	114 486 684	150 281 982	-23,8%
Utomhus/trafikreklam	65 511 428	72 685 680	-9,9%	919 610 428	864 207 628	6,4%
Bio	11 297 058	10 790 817	4,7%	115 098 026	100 212 712	14,9%
Internet	209 282 762	218 618 888	-4,3%	3 365 715 084	2 732 239 743	23,2%
Sök **	35 771 613	46 787 394	-23,5%	492 744 478	478 296 961	3,0%
Radio	17 165 543	19 914 484	-13,8%	347 492 208	348 908 222	-0,4%
TV	202 504 638	334 889 796	-39,5%	4 727 189 929	5 033 163 922	-6,1%
DR/Annonsblad ***	35 376 765	43 488 291	-18,7%	458 559 155	489 843 937	-6,4%
Övrigt ****	32 322 111	13 453 267	140,3%	155 537 912	115 896 336	34,2%
Summa	808 091 265	977 740 178	-17,4%	12 997 736 557	12 989 680 572	0,1%

3KRONOR

3Kronor Copenhagen *We Create Sustainable Success*

3Kronor reports in that there were no changes from last month.

It should be noted that a new survey by IAB Europe (Interactive Advertising Bureau), the first of its kind, ranks Denmark 2nd out of 13 European countries in terms of internet advertising revenue generated per internet user, ahead of Germany and France. This bodes well for our office.

HOW COM?

HowCom/HowCom Evolution - Sweden

HowCom reports in that though there were no changes from last month, they continue to field RFPs and partake in new business pitches. The outlook for 2ndQ is optimistic given the continued need for brands in Sweden to utilize marketing to get their brands immediate awareness and sales.



In Sight - Norway

In Sight has created In Sight LAB, a separate stand-alone company, composed of two very experienced people. Njål Berge will be head of In Sight LAB and Adina Broady Aasebø will be the director of research in the new company, (both also as co-owners). Broady leaves her position as Director of innovation and research in Aller Media Group and Njål comes from Los&Co. Both have substantial professional networks and are looked upon as opinion leaders by their peers. Njål started February 1st and Adina will join us on March 1st. We launched our news about the LAB on February 2nd and got an immediate buzz. Njål was on stage as a speaker on Social Media Days in Oslo and Geir, CEO of In Sight was the main speaker at a seminar by 07 Media. Both seminars had large audiences.



As to New clients:

- Frende Forsikring (insurance) - starting out with some minor TV campaigns with discussions about a full marketing strategy roll-out for later 2016



- Avida Finance (factoring and personal credit) - first campaign out now for 1stQ



- Life (Health food) has now kicked off their first campaign together with us.



In sum, new business activities will be even stronger throughout 2016 with Njål and Adina on board. We are positioned for great potential in attracting new clients this year given our new hires.

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 NewMediaWire, news wire gateway to thousands of news outlets including: Reuters, DowJones, Bloomberg, Yahoo Finance, WSJ and many more.



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