



SHAREHOLDER'S NEWSLETTER: 2Q 2016

We welcome back our shareholders to the 2nd Quarter issue of the UCP Newsletter. In it you will find current information as reported by the management of the various companies that fall under our holding company umbrella.

As reported in the April 18, 2016 press release, Horizon Media announced the evolution of Columbus Media, the largest privately owned international media agency network in the world, to a more formalized agency network model named Local Planet. Local Planet is the world's only privately owned international media network. Wholly owned by its agency partners, Local Planet operates in over 40 markets globally, has more than 3,000 staff, and boasts billings in excess of \$10 billion. The network's mission is to provide its international clients with a level playing field in accessing strategy, value, transparency, technology and talent. TreKronorMedia looks forward to a solid working relationship with this network.

Thank you for your solid support. 2016 continues to be a busy year for all our companies.

.....*Ken*

TREKRONORMEDIA™

Tre Kronor Media Stockholm

Q1 has been a very good quarter, media volume with our clients was +45% vs Q1 2015. The new Head of Insight, Lina Bergman, has started and already improved our offering and product portfolio when it comes to Business Intelligence. We have had very interesting leads when it comes to new business and hopefully we can present 1-2 new clients in an upcoming newsletter.

We had our 2016 Team Kick off in Stockholm where we rolled out our new organization structure, processes and business strategy goals for the years to come. We have also conducted our first Nordic cooperation meeting in Oslo. Next Nordic meeting will take place in Stockholm on June 2nd. Search, programmatic and radio are showing a positive trend. Print is still trading down

Below is also the Media barometer for March and YTD Q1:

Mediebyråbarometern

Mars	Mar 2016	Mar 2015	Diff mars	Ack 2016	Ack 2015	Ack diff
Dagspress landsort *	71 700 911	83 018 733	-13,6%	186 719 557	197 819 332	-5,6%
Dagspress storstad *	82 076 631	96 798 417	-15,2%	220 075 254	252 630 916	-12,9%
Dagspress kväll	13 256 868	16 631 477	-20,3%	34 983 958	43 576 637	-19,7%
Populärpress	31 603 484	37 082 126	-14,8%	60 764 038	72 041 050	-15,7%
Fackpress	10 497 801	11 679 122	-10,1%	24 266 300	29 363 868	-17,4%
Utomhus/trafikreklam	80 087 168	105 131 379	-23,8%	239 289 706	240 061 864	-0,3%
Bio	5 637 182	5 682 786	-0,8%	22 351 715	21 778 788	2,6%
Internet	290 744 993	308 930 087	-5,9%	890 615 470	781 836 668	13,9%
Sök **	34 116 262	38 609 437	-11,6%	140 160 533	132 478 320	5,8%
Radio	32 003 971	39 957 385	-19,9%	89 536 371	83 752 810	6,9%
TV	369 706 464	569 835 624	-35,1%	1 117 470 782	1 227 464 161	-9,0%
DR/Annonsblad ***	28 334 410	47 960 531	-40,9%	74 676 068	116 426 336	-35,9%
Övrigt ****	13 631 699	16 401 331	-16,9%	38 800 114	36 282 610	6,9%
Summa	1 063 397 844	1 377 718 435	-22,8%	3 139 709 866	3 235 513 360	-3,0%

TREKRONORMEDIA™**TreKronor Media Copenhagen**

3Kronor reports in that there were no changes from last month, they continue to field RFPs and partake in new business pitches.

**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. They are also nominated for awards to be given out during Stockholm's Media Week mid May.

**In Sight - Norway**

In Sight Lab is now building a research product that will make them able to analyze market data and user behavior in a far more precise way than with the existing research tools on the market today. The product is now in the phase where they conduct market surveys and will be launched in June.

No new clients since last update but they have one very exciting research assignment from a large retailer that can lead them into a strong position on media buying as well. Continued strong focus on NewBiz activities as always.

In Sight has terminated the rental agreement with Boost.com and in doing so expanded the office area as well as refurbished the office. They have also installed a virtual reality studio that will attract current clients and potential new clients.

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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