



SHAREHOLDER'S NEWSLETTER: SUMMER 2018

On behalf of the Board of Directors, we welcome our shareholders to the end of Summer 2018 issue of the UCP Newsletter. Below you will find the most current information as reported by the management of the various companies that fall under our UCPA holding company umbrella.

As always, we thank you for your continued solid support as we focus our efforts on a stronger 4th quarter.*Ken*

TREKRONORMEDIA™

Tre Kronor Media Stockholm

A letter from the CEO of Tre Kronor Stockholm:

Dear shareholders:

Q2 has been a solid quarter. The loss of Kindred Group and Scandinavian Airlines in Q1 has put extra pressure on our operations. The 2 new clients from Q1 Lyko and Global Gaming have developed very well during Q2, but we would very much like one large client coming in before the end of the year.

Media investments are in line with our budget. With a successful upsell into our insight & research product and good cost control, we will reach a higher revenue YTD, as summarized in Q2.

There have been no recruitments made recently. However, we have open positions within Social Media, Insight and digital planning. As we expand our staff, we plan is to have these new employees in place before start of Q4.

The trends for media investments is shown in the media barometer chart, presented below. In looking at the chart, you will notice that TV had a fantastic month in June. This was due to World Cup Soccer (+51.8%). YTD shows a +7.7% in total investments.

In sum, the winners YTD are OOH (+26.5%), Social Media (+19.3%), Online Video (+16.2%) and Radio (+18.0%). We expect this trend to continue.

Media Bureau Barometer

June	Jun-18	Jun-17	Diff June	Cume 2018	Cume 2017	Cume diff
Daily Press - Provincial	65,755,342	63,348,134	3.8%	376,742,763	389,108,066	-3.2%
Daily Press - City	51,062,423	51,843,270	-1.5%	306,332,749	358,213,498	-14.5%
Daily Press - Evening	12,640,867	11,704,969	8.0%	58,040,736	58,702,385	-1.1%
Popular Press	17,572,762	19,818,279	-11.3%	117,968,777	140,919,906	-16.3%
Trade Press	6,066,964	6,850,699	-11.4%	42,718,586	52,570,140	-18.7%
Outdoor/Service Advertising	97,948,551	71,995,986	36.0%	718,044,652	567,490,454	26.5%
Film	4,388,322	10,724,983	-59.1%	58,169,773	69,250,147	-16.0%
Online Display *	203,037,800	174,779,490	16.2%	1,384,594,952	1,376,154,490	0.6%
Online Video *	59,162,065	48,135,629	22.9%	425,516,112	366,211,058	16.2%
Social Media	69,455,543	65,552,330	6.0%	490,144,816	410,849,934	19.3%
Search **	43,666,286	35,777,407	22.0%	296,022,740	260,542,442	13.6%
Radio	48,520,897	41,029,616	18.3%	291,445,339	246,926,742	18.0%
TV	384,462,696	253,247,306	51.8%	2,809,259,055	2,496,887,285	12.5%
Direct Advertising ***	28,098,392	31,315,534	-10.3%	207,980,802	220,331,393	-5.6%
Other ****	13,171,920	18,449,570	-28.6%	91,394,478	110,602,379	-17.4%
Summa	1,105,010,831	904,573,203	22.2%	7,674,376,330	7,124,760,320	7.7%

Best rgds,

Håkan Jerner
CEO Tre Kronor Media

TREKRONORMEDIA

TreKronor Media Denmark

The team in the Copenhagen office continues to work hard to bring in new business to strengthen total revenue for the year. Many brands this time of the year are planning for early 2019 spending. As TreKronor DK continue to pitch for additional business, they are focused on ending the year on a high note.



Local Planet – Sweden

Local Planet is still a small entity relative to Tre Kronor. They continually are involved in business development both locally and nationally. We have high hopes for this small but strong team of employees.

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.

Thank you!

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