



SHAREHOLDER'S NEWSLETTER: 1ST QUARTER 2019

On behalf of the Board of Directors, we welcome our shareholders to the 1st Quarter issue of the UCP Newsletter for the months January, February and March. Below you will find the most current information as reported by the management of the companies that fall under our UCPA holding company umbrella. We look to continue our growth throughout the rest of the year.

Thank you again for your continued support of UCP.

Ken Rosenthal

TREKRONORMEDIA™

Tre Kronor Media Stockholm

A letter from the CEO of Tre Kronor Stockholm:

Dear shareholders:

2019 has started in a very positive way. We were awarded the Media Agency of the Year, for the fourth year in a row. It is an amazing effort due to the hard work of the whole team.



In Q1, our new client is LRF (Lantbrukarnas Riksförbund), the largest agricultural co-operative organization for Swedish farmers in Sweden.

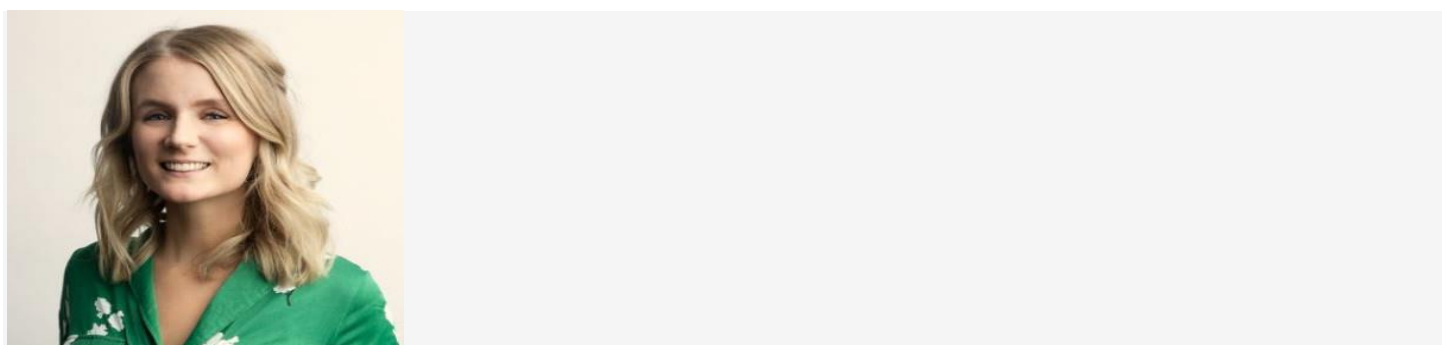


**LANTBRUKARNAS
RIKSFÖRBUND**

In other news, we have expanded into Gothenburg, opening a new office there. (see below under: *TreKronor Media Gothenburg*)

As to media investments, we are behind our projected budget, as some of our major clients have altered their budgets and budget allocations. We are also behind in outcome for year 2019, due to the full year effect of loss of clients in 2018. This means that we will not meet our EBIT budget target for Q1. However, because we continuously drive sales to new clients, and more business into our insight & research product as well as keep good cost control, we aim to catch up during the year.

With regards to recruitment, we have added one new person to our Social Media department. Emma Lundgren (see below), from Mindshare, has joined us as a social media specialist. We are also adding to this team, with open positions within SEM, Programmatic and digital planning. The plan is to have those in place before the summer.



Finally, the trends for media investments is shown in the media barometer, presented below. Overall market YTD is slightly down, -0.6%. Online Video is the major channel that has performed the best the first two months of 2019, +16.1%. TV has had a tough start, -5.4%, but still the biggest channel.

February	Feb-19	Feb-18	Diff Feb	Cume 2019	Cume 2018	Cume Diff
Daily Press - Provincial	45,225,845	56,110,842	-17.5%	95,507,377	105,771,003	-10.5%
Daily Press - City	38,200,409	49,345,812	-22.5%	71,824,795	88,935,818	-19.2%
Daily Press - Evening	6,611,213	9,689,143	-31.8%	14,493,559	16,615,970	-12.8%
Popular Press	12,124,022	17,889,451	-32.2%	17,151,532	25,175,545	-31.5%
Trade Press	5,422,305	7,178,909	-24.5%	9,030,077	12,422,135	-27.3%
Outdoor/Service Advertising	114,088,554	97,351,373	17.2%	230,754,925	212,589,394	8.5%
Film	9,955,508	7,859,562	25.5%	18,330,135	19,622,385	-6.5%
Online Display *	198,651,580	205,323,495	-3.2%	454,089,581	433,329,934	7.1%
Online Video *	58,735,509	50,522,354	13.5%	142,805,118	127,650,301	11.9%
Social Media	73,731,134	69,544,058	5.0%	160,154,501	152,581,628	5.0%
Search **	40,609,534	43,041,417	-5.7%	102,507,877	103,215,382	-0.6%
Radio	49,833,118	38,072,275	30.9%	87,402,951	84,349,817	3.5%
TV	405,970,324	420,581,952	-3.5%	804,504,820	850,239,555	-5.4%
Direct Advertising ***	43,319,397	33,144,303	30.7%	73,552,213	63,448,155	16.1%
Other ****	11,821,727	14,753,313	-19.9%	39,320,045	47,825,020	-17.8%
Total	1,125,311,181	1,130,419,279	-0.5%	2,331,650,730	2,344,773,144	-0.6%

In sum, we look to keep moving forward with continued strength.

Best rgds,

Håkan Jerner

CEO Tre Kronor Media:

MEDIA AGENCY OF THE YEAR 2009 | 2010 | 2011 | 2013 | 2015 | 2016 | 2017

TREKRONORMEDIA™

TreKronor Media Denmark

It has been a couple of hectic months for Tre Kronor Denmark. We have recruited Frederik Jespersen as head of Digital. Fredrik comes from the client side working in the telecommunications business but is definitely no stranger in the agency world. He has previously been with Group M, Initiative and latest Digital Director at Carat. We have also won two pitches and can hereby welcome BonBon-Land and Ikano Bolig as new clients in the house.



TREKRONORMEDIA™

TreKronor Media Gothenburg

According to Håkan Jerner, CEO Tre Kronor Media – Stockholm office, Tre Kronor has recently opened another office in Sweden. Located in Gothenburg, Sweden (West Coast), the office will be run by Max Hallenberg, a top recruitment from Vizeum/Aegis, who has a fantastic track record from his almost 17 years in the industry. Hornbach, a German DIY-store chain offering home improvement and do-it-yourself goods, will be the first of our clients that will be handled from our local office. Recruitment of more staff has just started as well. More info on progress will come soon.





Local Planet – Sweden

We are continuing to focus on new business and the strengthening of our offering to clients. As part of our strategy we have recruited Peder Högberg as a broadcast specialist. Peder comes with 9 years of experience from other agencies and we are very content to have him onboard.

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

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