



Extra Shareholder's Newsletter

NEW YORK, NY, USA, July 1, 2019 /EINPresswire.com/ -- UCP INC.
EXTRA SHAREHOLDER'S NEWSLETTER

Dear Shareholders:

On the 1st of January 2019, a new law regulating gaming came into force in Sweden. It requires gaming companies active in the Swedish market to apply for a gaming license or exit the market. To receive and maintain a license requires gaming companies to adhere to the rules and regulations set up. The Swedish Gambling Authority is to supervise the adherence to the rules and has the power to fine a company for non-compliance and to revoke the license.

This comes after a debate in Sweden concerning the gaming companies' high presence in TV ads and other commercials.

Global Gaming is one of Tre Kronor Media AB's largest clients. Tre Kronor Media AB ("TKM") is the largest company falling under our UCPA holding company umbrella. The 17th of June 2019 Global Gaming lost its license for commercial online gambling and betting in Sweden. We were informed that Global Gaming's legal team was under the firm impression that the Gaming Authority's decision lacked support and the client decided to appeal the decision. The 20th of June 2019 Global Gaming received a ruling from the Administrative Court, which denies the appeal of the Swedish Gambling Authority's decision to revoke the license. Global Gaming will appeal the Administrative Court's decision to the Administrative Court of Appeal. For the time being Global Gaming's activity in Sweden is locked down and it cannot do any advertising in the Swedish market. It is uncertain when the license can be re-instated.

This will have a negative effect on the Company's net revenues, gross profit and earnings in 2019. We have had to revise our projection for the year and unfortunately it now shows a break-even in 2019. We will of course make every effort to mitigate the effects on the results as much as possible. If Global Gaming's license is re-instated soon it will of course improve our forecast for the year. We will inform you as soon as this happens.

Shareholders letters going forward

We also want to inform that the Board of Directors of the Company have decided to issue a monthly Shareholder's Newsletter, starting July 2019. The Shareholders Letters will be issued on or near the following dates in year 2019:

July, 22
August, 30
September, 20
October, 21
November, 20
December, 20

Local Planet International

We also want to give our shareholders more information about the Local Planet International (LPI) network.

Local Planet International (LPI) is a Network of independent entrepreneurial driven agencies across the world. The Network is wholly owned by the agencies themselves and by the management. However, apart from their collective ownership of LPI, there is no cross ownership between the agencies. LPI can, therefore, offer multinational clients a full communications service at both a local and international level and pitch for clients on a global and regional basis.

TKM has invested in LPI via acquiring a shareholding in the company and by paying annual fees. The financing from the agencies is used for Network coordination services, the development of international tools and to expand the breadth of agency services generally. The proceeds of any client contract with LPI is shared by the local agencies servicing the client in the agency's market. Currently, LPI is a non-profit making organization and still within its investment stage and to date, has not entered into any client contract for the Nordic markets, but we anticipate there will be opportunities in the future.

TKM made a long-term strategic investment in LPI and is engaged in the development of the Network as it offers new business opportunities at an international level, assists in cost efficiency via the Network development of tools and systems, and is a vehicle for sharing best practice with colleagues in other entrepreneurial driven local agencies in the Network.

We thank you for your continued support of UCP.

Ken Rosenthal, on behalf of the Board of Directors

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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