

Stockholm, Sweden, August 15, 2013

United Communications Partners Inc (UCPA) Financial Report Q2 2013

Hereto is the financial statement for the second quarter and first months of business 2013 presented. The consolidated group net revenues for the second quarter is USD 4,967,000 up from USD 3,747,000 last year, an increase of 32.5%. For the six months ended June 30, our net revenues increased with 73.2%, from USD 6,560,000 in 2012 to USD 11,360,000 in 2013.

UCP is at the right direction on the path to profitability with a six months net loss of USD 300,000 which is an improvement of USD 1,076,00 or 78% better as compared to 2012 where we had a net loss of USD 1,376,000 for the first six months. Deducting the impairment of goodwill from last year's result the accumulated 6 months result was improved with USD 320,000 from USD (620,000) in 2012 to USD (300,000) in 2013 despite the investments made. Launching Tre Kronor Media Danmark effected the result negatively with USD 76,000; an investment we believe will be profitable during 2014.

Some soft facts that are not included in our financial report, but still are of interest is for example the joint media buying for all the companies in the group including companies in which we own minority interests. The media buying for all the companies grouped together increased with 19% and our share of this media buying increased with 39% as a result of the strong growth in Tre Kronor in Sweden.

Niclas Fröberg
Chairman of the Board

About United Communications Partners (UCPA)

United Communications Partners is a communication network with its subsidiaries and operational focus in Europe, notably in the Nordic region. UCP will grow organically, via strategic co-operations and through acquisitions given the opportunities at hand. We believe in integrating competencies across Marketing and Sales, Media and Advertising, Online and Offline. Core competences include performance based marketing, business development with media and advertising as sales catalyst and creative deal structuring for Advertisers. The companies in the network work closely with their clients to create good business long term.

For more information please visit www.ucpworld.com

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United Communications Partners Inc. and Subsidiaries
Condensed Consolidated Balance Sheets (Unaudited)
(In thousands of USD)

<u>Assets</u>	<u>June 30, 2013</u>	<u>December 31, 2012</u>
Current assets:		
Cash and cash equivalents	\$ 1,123	\$ 2,270
Accounts receivable, net	7,431	3,899
Costs and estimated earnings in excess of billings on projects in progress	1,682	1,782
Value added tax refund receivable		410
Prepaid expenses and other current assets	<u>731</u>	<u>510</u>
Total current assets	10,967	8,871
Equipment, net	59	121
Equity investments	1,014	991
Note receivable	647	
Goodwill	2,954	2,954
Other intangible assets, net	<u>313</u>	<u>396</u>
Total assets	\$ <u>15,954</u>	\$ <u>13,333</u>

The accompanying notes are an integral part of these condensed consolidated financial statements

United Communications Partners Inc. and Subsidiaries
Condensed Consolidated Balance Sheets (continued)
(In thousands of USD)

<u>Liabilities</u>	<u>June 30, 2013</u>	<u>December 31, 2012</u>
Current liabilities:		
Accounts payable	\$ 13,655	\$ 11,380
Accrued expenses and other current liabilities	1,228	604
Billings in excess of costs and estimated earnings on projects in progress	380	336
Note payables, net of discount	37	106
Advances from related parties	2	51
	<hr/>	<hr/>
Total current liabilities	15,302	12,477
Contingent consideration – Tre Kronor	20	4
	<hr/>	<hr/>
Total liabilities	15,322	12,481
	<hr/>	<hr/>
Non controlling interest	5	8
	<hr/>	<hr/>
Commitments and contingencies		
<u>Stockholders' Equity</u>		
Preferred stock \$0.001 per share par value; 100,000,000 authorized; 0 issued and outstanding.	-	-
Common stock \$0.001 per share par value; 2,000,000,000 shares authorized, 1,617,887,264 shares issued, and 1,610,887,264, shares outstanding at June 30, 2013 and at December 31, 2012.	1,618	1,618
Additional paid-in capital	9,179	9,179
Accumulated deficit	(9,921)	(9,621)
Treasury stock, at cost, 7,000,000	(7)	(7)
Accumulated other comprehensive loss	(242)	(325)
	<hr/>	<hr/>
Total Stockholders' equity	627	844
	<hr/>	<hr/>
Totals liabilities and stockholders' equity	\$ 15,954	\$ 13,333
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The accompanying notes are an integral part of these condensed consolidated financial statements

United Communications Partners Inc. and Subsidiaries
Condensed Consolidated Statements of Operations
(Unaudited)
(In thousands of USD, except for per share amounts)

	For the three months ended June 30,		For the six months ended June 30	
	2013	2012	2013	2012
Net revenues	\$ 4,967	\$ 3,747	\$ 11,360	\$ 6,560
Cost of revenues	(3,729)	(3,616)	(8,981)	(5,016)
Gross Profit	1,238	131	2,379	1,544
Selling, general and administrative expenses	(1,543)	(739)	(2,812)	(2,420)
Depreciation and amortization	(56)	(57)	(114)	(116)
Loss from operations	(361)	(665)	(547)	(992)
Other income (expense), net:				
Income from equity investments	97	207	267	212
Profit from partial disposal of interest in equity investment	-	178	-	178
Gain (loss) from change in fair value of derivative liabilities	-	-	-	78
Gain (loss) from change in fair value of contingent consideration	(1)	-	(15)	-
Impairment of goodwill	-	(756)	-	(756)
Profit (loss) from disposal of equipment	3	-	2	-
Interest income (expense)	(18)	15	(28)	(89)
Total other income (expense), net	81	(356)	226	(377)
Loss before income tax and non controlling interest	(280)	(1,021)	(321)	(1,369)
Net loss (profit) attributable to non controlling interest	17	12	21	(7)
Loss available to common shareholders	\$ (263)	\$ (1,009)	\$ (300)	\$ (1,376)
Loss per share – Basic and diluted:				
Continuing operations	\$ (-)	\$ (-)	\$ (-)	\$ (-)
Discontinued operations	(-)	(-)	(-)	(-)
Net loss	\$ (-)	\$ (-)	\$ (-)	\$ (-)
Weighted-average shares outstanding:				
Basic and diluted	1,610,887,264	1,610,887,264	1,610,887,264	1,605,685,059

The accompanying notes are an integral part of these condensed consolidated financial statements

United Communications Partners Inc. and Subsidiaries
Condensed Consolidated Statements of Cash Flows (Unaudited)
(In thousands of USD)

	Six Months Ended June 30, 2013	Six Months Ended June 30, 2012
Cash flows from operating activities:		
Net loss	\$ (300)	\$ (1,376)
Adjustments to reconcile net loss to net cash used in operating activities:		
Depreciation	31	33
Loss (profit) from disposal of equipment	(2)	-
Amortization of intangible assets	83	83
Amortization of debt discount	-	24
Amortization of deferred financing costs	-	1
Gain from change in fair value of derivative liabilities	-	(78)
Loss on change in fair value of contingent consideration	15	-
Stock based compensation	-	23
Impairment of goodwill	-	756
Income from equity investment	(267)	(212)
Profit from partial disposal of interest in equity investment	-	(178)
Accrued interest from note receivable	(13)	-
Non-Controlling interest	(3)	10
Changes in operating assets and liabilities:		
Accounts receivable	(3,644)	458
Cost and estimated earnings in excess of billings on projects	98	8
Prepaid expenses and other current assets	(236)	41
Accounts payable	2,611	(438)
Accrued liabilities	641	(61)
Value added tax refund receivable	398	-
Billings in excess of costs and estimated earnings	55	687
Net cash used in operating activities	(533)	(219)
Cash flows from investing activities:		
Net disposal and purchase of equipment	30	(25)
Dividends from equity investments	212	-
Note receivable issued to Vision In Media	(656)	-
Net cash used in investing activities	(414)	(25)
Cash flows from financing activities:		
Repayment of debts	(69)	(391)
Net repayments from borrowings from related party	(49)	(60)
Proceeds from issuance of common stock, net of issuance costs	-	-
Financing activities from discontinued operations	-	-
Net cash provided by financing activities	(118)	(451)
Effect of exchange rates	(82)	172
Net increase (decrease) in cash	(1,147)	(523)
Cash at beginning of period	2,270	734
Cash at end of period	\$ 1,123	\$ 211
Supplemental information:		
Cash paid for interest	\$ 36	\$ 48
Non-cash investing and financing activities:		
Note payable converted into common shares	\$ -	\$ 22

The accompanying notes are an integral part of these condensed consolidated financial statements

UNITED COMMUNICATIONS PARTNERS INC
NOTES TO UNAUDITED CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

Note 1. Organization and Nature of Business

United Communications Partners Inc. (formerly known as Bark Group Inc), ("UCP" or the "Company"), is a holding company that currently conducts its operations through its wholly owned subsidiary Tre Kronor Media AB, ("TKM" or "Tre Kronor") which was acquired on May 4, 2010 and Abrego Spain SL, which was established in November 2010.

InSight AS

Effective January 1, 2011 TKM acquired a non-controlling 30% interest in InSight AS (a Norwegian media company) pursuant to an agreement dated June 2, 2010 between Insight and TKM.

In the beginning of 2012 InSight AS issued 23,500 new shares against cash considerations, thus diluting TKM's non-controlling interest from 30.1% to 27.1%. On September 18, 2012, TKM agreed to dispose 14,500 shares to the management of InSight A/S against a cash consideration of \$222,591 (Norwegian Kronor 1,305,000). Pursuant to the transaction, TKM's non-controlling interest will constitute 21% (50,000 shares).

HowCom AB (CCCP Media AB)

During September 2011, TKM formed a partnership with two unrelated individuals by establishing the Swedish company CCCP Media AB for a combined capital in CCCP AB of SEK 100,000 (approximately \$14,583) in which TKM holds a non-controlling interest of 33.3% which is equivalent to SEK 33,333 (approximately \$4,861).

During April 2013, CCCP Media AB acquired the Swedish consulting firm HovCom AB. In conjunction to the acquisition, the name of the company CCCP Media AB was changed to HowCom AB.

In connection with the acquisition, HowCom AB participated in the establishing of the Swedish consulting company HowCom Evolution AB (HCE) for a combined capital of SEK 100,000 (approximately \$14,895) in which HowCom AB holds a controlling interest of 51% which is the equivalent to SEK 51,000 (approximately \$7,597).

(HCE) will further strengthen our investment in knowledge generated communication development. Fredrik Lundgren, former marketing director for the Swedish national sports book company has been appointed CEO in (HCE) and Fredrik Andersson, former chief at Carat Insight, is responsible for research.

Nyheter 365 AB (formerly Atna World AB)

On December 23, 2011, TKM acquired all issued and outstanding shares in the Swedish advertising company Nyheter 365 AB (formerly Atna World AB) ("Nyheter 365") effectively January 1, 2011. Subsequent to the acquisition the name of the company was changed to Nyheter 365 AB.

As at January 1, 2012, the CEO of Nyheter 365 received 20% of the issued and outstanding shares in Nyheter 365, as part of his remuneration package, subsequent to which TKM holds a controlling interest of 80%.

Tre Kronor Media Danmark A/S

In February 2013, TKM participated in the establishing of the Danish media company Tre Kronor Media Danmark A/S (TKMDK). TKMDK was established with a combined capital of Danish Kroner 500,000, (approximately \$86,200) in which TKM holds a controlling interest of 80% which is equivalent to DKK 400,000, (approximately \$69,000).

Tre Kronor Create AB (TKC)

During the first quarter of 2013 TKM formed a partnership with two leading members of the TKM staff by establishing the Swedish company TKC for a combined capital in TKC of SEK 100,000 (approximately \$15,346) in which TKM holds a controlling interest of 80% which is equivalent to SEK 80,000 (approximately \$12,277). During the second quarter of 2013, TKM's share of ownership was increased to 95% as one of the establishing partners waived his share of ownership. As at June 30, 2013, TKM's controlling interest constitutes the equivalent to SEK 95,000 (approximately \$14,150).

TKC was established with the purpose to separate advertising activities from TKM in order for TKM to focus entirely on its core competencies within media consultancy, media planning and media campaign execution.

By employing a senior account director from the Swedish Ogilvy organization as CEO and partner in TKC, the separation further ensures extensive focus on the Company's Swedish advertising activities.

Effective April 1, 2013, TKC acquired the current advertising business from TKM, including employees working exclusively with advertising. The transaction did not affect the income statement of TKM.

Business

United Communications Partners and its subsidiaries (collectively, the "Company") offer its customers a network of advertising and media services. The Company's strategy is to acquire mid-size or make equity investments in well established businesses throughout Europe in order to form a European network of advertising and media agencies.

Going Concern

The accompanying unaudited condensed consolidated financial statements have been prepared assuming that the Company will continue as a going concern.

During the six months ended June 30, 2013 and 2012 the Company incurred net losses of \$300,000 and \$1,376,000 respectively. The Company continues to operate with a working capital deficiency (approximately \$4,335,000 at June 30, 2013) and has limited financial resources available to pay ongoing financial obligations as they become due.

The Company's operations used cash of \$533,000 during the six months ended June 30, 2013 as compared to a use of cash from operations of \$219,000 during the six months ended June 30, 2012.

The Company's current source of funding, in addition to cash on hand, is any cash derived from operations, dividends from equity investments and an operating line of credit of approximately \$745,000.

These conditions raise substantial doubt about the Company's ability to continue as a going concern. Accordingly, the accompanying condensed consolidated financial statements have been prepared in conformity with accounting principles generally accepted in the United States of America, which contemplates continuation of the Company as a going concern and the realization of assets and the satisfaction of liabilities in the normal course of business. The carrying amounts of assets and liabilities presented in the condensed consolidated financial statements do not necessarily purport to represent realizable or settlement values. These unaudited condensed consolidated financial statements do not include any adjustment that might result from the outcome of this uncertainty.

Note 2. Summary of Significant Accounting Policies

Basis of Presentation

The unaudited condensed consolidated financial statements as of June 30, 2013 and 2012 include the accounts of UCP and its wholly-owned subsidiaries as described in Note 1. All intercompany transactions and balances have been eliminated in the consolidated financial information provided.

These unaudited condensed consolidated financial statements should be read in conjunction with the consolidated financial statements and related notes thereto included in the Company's Annual Report for the year ended December 31, 2012. The Company's accounting policies are described in the Notes to consolidated Financial Statements in its Annual Report for the year ended December 31, 2012, and updated, as necessary, in this Quarterly Report.

Use of Estimates

The preparation of condensed consolidated financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the consolidated financial statements and the reported amounts of income and expenses during the reported period. The Company evaluates all of its estimates on an on-going basis.

Significant estimates and assumptions include the valuation of acquired assets including goodwill, the useful lives of assets, revenue recognition, income tax valuation, stock valuation, debt discounts on notes payable, other intangible assets and bad debts. It is at least reasonably possible that the estimate of the effect on the financial statements of a condition, situation or set of circumstances that existed at the date of the consolidated financial statements, which management considered in formulating its estimate could change in the near term due to one or more future confirming events. Accordingly, actual results could differ in the near term from these estimates, and such differences could be material.

Revenue recognition

Most of the Company's client contracts are individually negotiated and accordingly, the terms of client engagements and the bases on which the Company earns commissions and fees vary significantly. Direct costs include fees paid to external suppliers where they are retained to perform part or all of a specific project for a client and the resulting expenditure is directly attributable to the revenue earned. Revenue is stated exclusive of VAT (value added tax), sales taxes and trade discounts.

The Company's revenue is typically derived from commissions on media placements and fees for advertising services. Revenue may consist of various arrangements involving fixed fees, commissions, or incentive-based revenue, as agreed upon with each client.

The Company earns commissions from referrals of services to other vendors, marketing agencies, who ultimately provide the end service to the customer. Commissions are generally earned on the date of broadcast or publication.

Revenue for the Company's fixed-fee contracts is recognized when all of the following criteria are satisfied: (i) persuasive evidence of an arrangement exists; (ii) the price is fixed or determinable; (iii) collectability is reasonably assured; and (iv) services have been performed. Depending on the terms of a client contract, fees for services performed can be recognized in two principal ways: proportional performance or completed contract.

- Fixed-fee contracts are generally recognized as earned based on the proportional performance method of revenue recognition. In assessing contract performance, both input and output criteria reviewed. Costs incurred are used as an objective input measure of performance. The primary input of all work performed under these arrangements is labor. As a result of the relationship between labor and cost, there is normally a direct relationship between costs incurred and the proportion of the contract performed to date. Costs incurred as a proportion of expected total costs is used as an initial proportional performance measure. This indicative proportional performance measure is always subsequently validated against other more subjective criteria (i.e. relevant output measures) such as the percentage of interviews completed, percentage of reports delivered to a client and the achievement of any project milestones stipulated in the contract. In the event of divergence between the objective and more subjective measures, the more subjective measures take precedence since these are output measures.
- Certain fees (such as for marketing services related to rebates offered by clients to their external customers) are deferred until contract completion as the final act is so significant in relation to the service transaction taken as a whole. Fees are also recognized on a completed contract basis if any of the criteria of the Financial Accounting Standards Board (FASB), Accounting Standard Codification (ASC) 605-10-S99, *Revenue Recognition*, were not satisfied prior to job completion or if the terms of the contract do not otherwise qualify for proportional performance.

Incentive-based revenue typically comprises quantitative criteria. Revenue is recognized when the quantitative targets have been achieved.

In compliance with FASB ASC 605-45 *Principal Agent Considerations*, Reporting Revenue Gross as a Principal versus Net as an Agent, the Company assess whether its agency or the third-party supplier is the primary obligor. The Company evaluate the terms of its client agreements as part of this assessment. In addition, the Company gives appropriate consideration to other key indicators such as latitude in establishing price, discretion in supplier selection and credit risk to the vendor. For a substantial portion of its client contracts the Company acts as principal as the Company are the primary obligor and bear credit risk related to the services it provide. In these contracts the Company record revenues and costs of revenues gross. In certain contracts the Company records a net amount principally on those contracts where the Company only earn a commission.

Foreign Currency

The Company has determined Swedish Kronor as the functional currency of its foreign operations. Accordingly, these foreign subsidiaries income and expenses are translated into U.S. dollars, the reporting currency of the Company, at the average rates of exchange prevailing during the year. The assets and liabilities are translated into U.S. dollars at the rates of exchange on the balance sheet date and the related translation adjustments are included in accumulated other comprehensive income (loss). During the three and six months ended June 30, 2013 and 2012 transaction gains and losses were not material.

During the three and six months ended March 31, 2013 and 2012 the related translation adjustment which was included in other comprehensive income (loss) was as follows:

	Three months ended June 30,		Six months ended June 30,	
	2013	2012	2013	2012
Net loss available to common stockholders:	\$ (263,000)	\$ (1,009,000)	\$ (300,000)	\$ (1,376,000)
Translation adjustment:	\$ 82,000	\$ 73,000	\$ 83,000	\$ 27,000
Comprehensive loss	\$ (181,000)	\$ (936,000)	\$ (217,000)	\$ (1,349,000)

Loss per Share

Basic net loss per share has been calculated by dividing net loss by the weighted average number of common shares outstanding during the period. UCP had securities outstanding which could potentially dilute basic earnings per share in the future, but the incremental shares from the assumed exercise of these securities were excluded in the computation of diluted net loss per share, as their effect would have been anti-dilutive.

Impairment of Long-Lived Assets

The Company annually, or whenever events or changes in circumstances indicate that the carrying amounts of such assets may not be recoverable, assesses the carrying value of long-lived assets in accordance with Financial Accounting Standards Board ("FASB") issued ASC 360-10. The Company evaluates the recoverability of long-lived assets not held for sale by measuring the carrying amount of the assets against the estimated undiscounted future cash flows associated with them. If such evaluations indicate that the future discounted cash flows of certain long-lived assets are not sufficient to recover the carrying value of such assets, the assets are adjusted to their estimated fair values.

Goodwill and Intangible assets – Finite lives

The Company accounts for its acquisitions utilizing the purchase method of accounting. Under the purchase method of accounting, the total consideration paid is allocated to the underlying assets and liabilities, based on their respective estimated fair values. The excess of purchase price over the estimated fair values of the net assets acquired is recorded as goodwill. Determining the fair value of certain acquired assets and liabilities, identifiable intangible assets in particular, is subjective in nature and often involves the use of significant estimates assumptions. Finite-lived identifiable intangible assets are amortized over its expected life on a straight-line basis, as this basis approximates the expected cash flows from the Company's existing finite-lived identifiable intangible assets over the expected future.

UCP acquired all the shares of TKM on May 4, 2010. The acquisition was completed pursuant to a share transfer agreement entered into between UCP and the shareholders of TKM. The Company recorded goodwill in connection with the excess cost over fair value of the net assets acquired.

Goodwill is accounted for under FASB ASC 350, the goodwill is tested for impairment on an annual basis or whenever facts or circumstances indicate that the carrying amounts may not be recoverable. The Company elected to conduct its impairment tests in March. The Company's reporting unit is tested individually for impairment by comparing the fair value of the reporting unit with the carrying value of that unit. Fair value is determined based on a valuation study performed by the Company using the discounted cash flow method and the estimated market values of the reporting units. There was no impairment of goodwill during the three and six months ended June 30, 2013.

Equity investments

Investments in business entities in which the Company lacks a controlling financial interest but does have the ability to exercise significant influence over operating and financial policies are accounted for using the equity method. The Company's proportionate share of net income or loss of such entity is recorded in "Income from equity investment"

and "Loss from equity investment" included in "Other income (expense), net" on the Condensed Consolidated Statements of Operations.

Subsequent Events

The Company evaluated subsequent events through the date the financial statements were issued.

Segment Information

FASB ASC 280 *Segment Reporting, Disclosures about Segments of an Enterprise and Related Information*, establishes standards for reporting information on operating segments in interim and annual financial statements. The Company operates in one segment which is providing advertising and media services and primarily conducting its business in Sweden. The Company's chief operating decision-maker reviews the Company's operating results on an aggregate basis and manages the Company's operations as a single operating segment.

Recent Accounting Pronouncements

There were various other updates recently issued, most of which represented technical corrections to accounting literature or application to specific industries and are not expected to have a material impact on the Company's condensed consolidated financial position, results of operations or cash flows.

Note 3 – Tre Kronor Media Danmark A/S

On February 11, 2013, TKM participated in the establishing of the Danish media company Tre Kronor Media Danmark A/S (TKMDK). TKMDK was established with a combined capital of Danish Kroner 500,000, (approximately \$86,200) in which TKM holds a controlling interest of 80% which is equivalent to DKK 400,000, (approximately \$69,000).

The results of operations of TKMDK have been included in the consolidated statements of operations since February 11, 2013.

Note 4 – Tre Kronor Create AB (TKC)

During the first quarter of 2013 TKM formed a partnership with two leading members of the TKM staff by establishing the Swedish company TKC for a combined capital in TKC of SEK 100,000 (approximately \$15,346) in which TKM holds a controlling interest of 80% which is equivalent to SEK 80,000 (approximately \$12,277). During the second quarter of 2013, TKM's share of ownership was increased to 95% as one of the establishing partners waived his share of ownership. As at June 30, 2013, TKM's controlling interest constitutes the equivalent to SEK 95,000 (approximately \$14,150).

Effective April 1, 2013, TKC acquired the current advertising business from TKM, including employees working exclusively with advertising. The transaction did not affect the income statement of TKM.

The results of operations of TKC have been included in the consolidated statements of operations since April 1, 2013.

Note 5 – Equity Method Investments

InSight AS -On October 31, 2010, TKM advanced SEK 4,756,550 approximately (\$701,000) to acquire a 30% non-controlling financial interest in the Norwegian media company InSight AS, effective January 1, 2011.

In the beginning of 2012 InSight AS issued 23,500 new shares against cash considerations, thus diluting TKM's non-controlling interest from 30.1% to 27.1%. On September 18, 2012, TKM agreed to dispose 14,500 shares to the management of InSight A/S against a cash consideration of \$222,591 (Norwegian Kroner 1,305,000). Pursuant to the transaction, TKM's non-controlling interest will constitute 21% (50,000 shares).

During the second quarter of 2013 TKM received a dividend from InSight A/S of approximately \$182,000.

The following table represents a summary of the changes in the value of the equity investment in InSight AS (dollars in thousands.)

	June 30, 2013	December 31, 2012
Beginning balance	\$ 951	\$ 803
Acquired	-	-
Disposed	-	(158)
Dividend received	(182)	-
21% of profit	204	251
Currency adjustment	(28)	55
Ending balance	<u>\$ 945</u>	<u>\$ 951</u>

HowCom AB (CCCP Media AB) - During September 2011, TKM formed a partnership with two unrelated individuals by establishing the Swedish company CCCP Media AB for a combined capital in CCCP AB of SEK 100,000 (approximately \$14,583) in which TKM holds a non-controlling interest of 33.3% which is equivalent to SEK 33,333 (approximately \$4,861).

During April 2013, CCCP Media AB acquired the Swedish consulting firm HovCom AB. In conjunction to the acquisition, the name of the company CCCP Media AB was changed to HowCom AB.

In connection with the acquisition, HowCom AB participated in the establishing of the Swedish consulting company HowCom Evolution AB (HCE) for a combined capital of SEK 100,000 (approximately \$14,895) in which HowCom AB holds a controlling interest of 51% which is the equivalent to SEK 51,000 (approximately \$7,597).

During the second quarter of 2013 TKM received a dividend from HowCom AB of approximately \$30,000.

The following table represents a summary of the changes in the value of the equity investment in HowCom AB (dollars in thousands.)

	June 30, 2013	December 31, 2012
Beginning balance	\$ 39	\$ (15)
Acquired	-	-
Dividend received	(30)	-
33,3% of profit (loss)	63	53
Currency adjustment	(3)	2
Ending balance	<u>\$ 69</u>	<u>\$ 39</u>

Note 6 – Convertible note receivable

In January 2013 TKM issued a convertible note receivable totaling GBP 420,000 (to the UK based marketing, media and advertising consultancy company Vision In Media Limited. On February 1, 2013, the note was partially disbursed with GBP 370,000 (approximately \$578,000). By disbursement of GBP 50,000 (approximately \$79,000) on May 2, 2013, the note was fully disbursed. The note bears interest at a rate of 5% per annum and matures by the end of 2015. Upon maturity TKM have the opportunity to convert the note into 30% of the issued and outstanding shares in VIM. The loan agreement set forth that the current shareholder of VIM need's the prior consent of TKM to:

- enter into any contract or transaction except in the ordinary and proper course of VIM's business on arms length terms;
- arrange any overdraft or other borrowing facilities;
- issue or grant options over any shares, debentures or other securities of VIM;
- pay or make any dividend or other distribution;
- increase or in any way reorganize any part of VIM's share capital;
- acquire or invest in another company or business or incorporate any subsidiary;
- create any encumbrance over any of VIM's assets;
- give any guarantee or security in respect of the obligations of any other person

During the three and six months ended June 30, 2013 the Company accrued interest income from the note of \$7,948 and \$12,762 respectively which was classified as a part of interest expenses.

The following table represents a summary of the changes in the convertible note receivable to Vision in Media Limited (dollars in thousands.)

	June 30, 2013	December 31, 2012
Beginning balance	\$ -	\$ -
Disbursed loan	657	-
Accrued interest	13	-
Currency adjustment	(23)	-
Ending balance	<u>\$ 647</u>	<u>\$ -</u>

Note 7 - Other intangible assets

In accordance with ASC 805, Business Combinations, the Company has identified and recognized trade name and customer relationships in Tre Kronor as intangible assets. Based on a discounted cash flow model the fair value of the intangible assets was determined to be \$610,000 and \$220,000 respectively, both having a useful life of 5 years. For the three and six months ended June 30, 2013 and 2012 intangible assets were amortized by \$41,500 and \$83,000 respectively. At June 30, 2013, the net carrying amount of intangible assets related to the acquisition of Tre Kronor was \$312,966.

The following table set forth the future amortization of intangible assets (dollars in thousands):

2013: (July-December)	\$ 84
2014:	\$ 166
2015 (January – May):	\$ 63

Note 8 - Concentration of credit risk

Credit risk represents the loss that would be recognized if counterparties failed to completely perform as contracted.

During the six months ended June 30, 2013 customer AB, AJ, AL accounted for approximately 42%, 25% and 10% of revenue. During the three months ended June 30, 2012 customer AB accounted for approximately 58% of revenue. During the three and six months ended June 30, 2012, customer AB accounted for approximately 56% and 59% of revenue respectively. No other customers individually represented more than 10% of revenue for any period presented.

As of June 30, 2013, customers AM, AF and AB accounted for approximately 41%, 21% and 12% of the Company's accounts receivables, respectively. As of June 30, 2012 customers AF, AG and AB accounted for approximately 33%, 26% and 19% of the Company's accounts receivables, respectively. No other customers individually represented more than 10% of accounts receivables at the end of any period presented.

The Company's loss of these or other customers, or any decrease in sales to these or other customers, could have a material adverse effect on the Company's business, financial condition or results of operations.

The Company monitors its exposure to customers to minimize potential credit losses.

The Company maintains cash and cash equivalent balances at several financial institutions throughout its operating area, and at times, may exceed insurance limits and expose the Company to credit risk. As part of its cash management process, the Company periodically reviews the relative credit standing of these financial institutions.

The Company's cash balances are maintained at financial institutions located in the United States of America, Sweden, Denmark and Spain.

Note 9 – Non-controlling interests

For consolidated majority-owned subsidiaries in which the Company owns less than 100% of the total outstanding shares, the Company recognizes a non-controlling interest for the ownership interest of the minority holders.

On January 1, 2012 the CEO of Nyheter 365 received 20% of the issued and outstanding shares in Nyheter 365 as part of his remuneration package.

On February 11, 2013, TKM participated in the establishing of the Danish media company Tre Kronor Media Danmark A/S (TKMDK). TKMDK was established with a combined capital of Danish Kroner 500,000, (approximately \$86,200) in which TKM holds a controlling interest of 80% which is equivalent to DKK 400,000, (approximately \$69,000).

During the first quarter of 2013 TKM formed a partnership with two leading members of the TKM staff by establishing the Swedish company TKC for a combined capital in TKC of SEK 100,000 (approximately \$15,346) in which TKM holds a controlling interest of 80% which is equivalent to SEK 80,000 (approximately \$12,277). During the second quarter of 2013, TKM's share of ownership was increased to 95% as one of the establishing partners waived his share of ownership. As at June 30, 2013, TKM's controlling interest constitutes the equivalent to SEK 95,000 (approximately \$14,150).

The change in carrying amount of Non-Controlling interest is as follows (dollars in thousands):

	As of June 30, 2013	As of December 31, 2012
Balance at beginning of period	\$ 8	\$ -
20% shares in Nyheter 365, transferred at par value	-	3
20% shares in TKMDK, at par value	17	-
5% shares in TKC, at par value	1	-
Profit (loss) attributable to Non-Controlling interest	(21)	5
Currency adjustment	-	-
Balance at end of period	\$ 5	\$ 8

Note 10 - Fair Value Measurement

Valuation Hierarchy

ASC 820 establishes a valuation hierarchy for disclosure of the inputs to valuation used to measure fair value. This hierarchy prioritizes the inputs into three broad levels as follows. Level 1 inputs are quoted prices (unadjusted) in active markets for identical assets or liabilities. Level 2 inputs are quoted prices for similar assets and liabilities in active markets or inputs that are observable for the asset or liability, either directly or indirectly through market corroboration, for substantially the full term of the financial instrument. Level 3 inputs are unobservable inputs based on the Company's own assumptions used to measure assets and liabilities at fair value. A financial asset or liability's classification within the hierarchy is determined based on the lowest level input that is significant to the fair value measurement.

The following table represents the assets and liabilities carried at fair value (dollars in thousands) measured on a recurring and non-recurring basis as of June 30, 2013:

		Fair Value Measurements at June 30, 2013			
Total Carrying Value at June 30, 2013		Quoted prices in active markets (Level 1)	Significant other observable inputs (Level 2)	Significant unobservable inputs (Level 3)	
Contingent Consideration	\$ 20	\$ -	\$ -	\$ -	\$ 20
Goodwill	\$ 2,954	\$ -	\$ -	\$ -	\$ 2,954

The contingent consideration is measured at fair value using quoted market prices of the Company's shares of common stock.

Goodwill is measured at fair value on a non-recurring basis using discounted cash flows and is classified within level 3 of the value hierarchy.

The following table represents a summary of the changes in the fair value of the Company's Level 3 financial liabilities that are measured at fair value on a recurring basis (dollars in thousands):

	June 30, 2013	December 31, 2012
Beginning balance – Contingent consideration	\$ 4	\$ 2
Recorded contingent consideration	-	-
Net unrealized loss on change in fair value of contingent consideration	16	2
Ending balance – Contingent consideration	<u>\$ 20</u>	<u>\$ 4</u>

The following table represents a summary of the changes in the fair value of goodwill that is measured at fair value on a non-recurring basis (dollars in thousands.):

	June 30, 2013	December 31, 2012
Beginning balance	\$ 2,954	\$ 2,954
Acquired	-	-
Impaired	-	-
Currency adjustment	-	-
Ending balance	<u>\$ 2,954</u>	<u>\$ 2,954</u>

Note 11 – Notes payable

Notes payable consist of the following (dollars in thousands):

Loan reference	Maturity Date	As of June 30, 2013	As of December 31, 2012
Private investor (B)	2011	\$ -	\$ 69
Promissory notes	January 2009	37	37
Total		37	106
Less: Current portion		37	106
Long-term portion of debt		<u>\$ -</u>	<u>\$ -</u>

On March 15, 2010 the Company obtained a loan from a private investor of \$250,000. The loan bears an interest of 6% per annum and is due one year from date of issue. If the Company choose not to repay the loan in cash the holder of the note is entitled to convert the note into shares of common stock at a price equal to 85% of the market price of the Company's common stock at the time of conversion. On December 7, 2011, the Company agreed with the investor to repay the principal amount of \$250,000 in 18 monthly installments of \$13,889 beginning December 12, 2011. The investor agreed to disregard all interest payments provided that monthly installments will be made timely. During the six months ended June 30, 2013, the loan was fully paid in cash of approximately \$69,000. (See B above).

Note 12 – Line of Credit

The Company has a floating rate line of credit facility with Nordea Bank in the amount of \$745,000. As of June 30, 2013, the amount outstanding, under this line of credit facility, was \$(nil). The rate of interest payable under the line of credit facility is presently 6.95 % per annum.

Note 13 – Stock based compensation

In the first quarter of 2011 and during the years 2010 and 2009 the company issued 258,000, 1,250,000 and 3,000,000 shares of common stock respectively to eight consultants for services rendered during the periods from 2009 through 2012. The total market value of the shares, on the date of signing the agreements, was \$653,740. During the six months ended June 30, 2013 and 2012, the Company expensed \$-(nil) and \$23,021 respectively as selling, general and administrative expenses. For the three months ended June 30, 2013 and 2012, the Company expensed \$-(nil).

As of June 30, 2013, there was no unrecognized compensation costs related to the issuance.

Note 14 - Related party transactions

Fee to former Chairman and Secretary of the Board

In November 2011 the Company recognized that former chairman, was entitled to receive a fee for services rendered during 2008, 2009 and 2010 at a total amount of \$188,346 which was classified as a component of selling, general and administrative expenses in the year ended December 31, 2011. At June 30, 2013, and December 31, 2012, former chairman has a receivable of \$1,624 and \$51,020 respectively which has been classified in advances from related parties.

President and Chairman of the Board, CEO of Tre Kronor

According to the Share Purchase Agreement with the former shareholders of Tre Kronor, the Company is committed to pay an aggregate amount of SEK 3,000,000 (\$387,000) to the president and chairman of the Board against redemption of a portion of his shares. The Company agreed to extend the redemption of the share portion to December 31, 2013. During the year ended December 31, 2010 the Company advanced a payment of \$387,000 to him. At December 31, 2011 such advance was classified as a component of the Company's Stockholders Equity as Notes Receivable from Affiliate. During the fourth quarter of 2012 the redemption agreement was annulled and the president and chairman of the board settled the Note Receivable by repaying the advanced payment of \$387,000 in cash.

During the three and six months ended June 30, 2013, the President and Chairman of the Board received a fee of \$46,371 and \$94,983 respectively through a company controlled by the President and Chairman of the Board. The fee was classified as a component of selling, general and administrative expenses.

Secretary and Director of the Board

During the three and six months ended June 30, 2013, the Secretary and Director of the Board received a fee of \$46,361 and \$93,385 respectively through a company controlled by the Secretary and Director of the Board. The fee was classified as a component of selling, general and administrative expenses.

Note 15 – Subsequent events

Through the date the financial statements were issued, there were no significant subsequent events.

UNITED COMMUNICATIONS PARTNERS INC
Sveavägen 17, Box 3061, SE-103 61
Stockholm, Sweden

Certifications

We, Niclas Fröberg, Carl Johan Grandinson and Maria Liem, certify that:

1. We have reviewed this interim financial statement of United Communications Partners Inc.
2. Based on our knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statement made, in light of circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement.
3. Based on our knowledge, the financial statements and other financial information included or incorporated by reference in this interim disclosure statement, fairly present in all material respects, the financial condition, results of operations and cash flows of the issuer as of and for, the periods presented in this disclosure statement.

Date: August 15, 2013.

UNITED COMMUNICATIONS PARTNERS INC.

/s/Niclas Fröberg



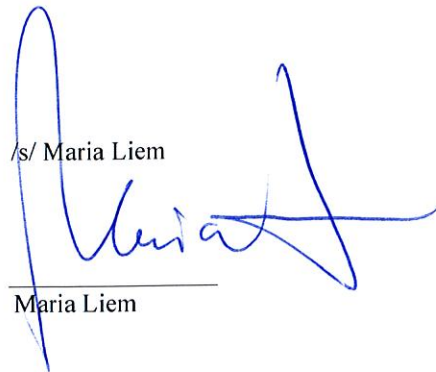
Niclas Fröberg

/s/ Carl Johan Grandinson



Carl Johan Grandinson

/s/ Maria Liem



Maria Liem