

## P R E S S   R E L E A S E

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### **BTS Group tecknar avtal med Coop Norge**

**Stockholm, Sverige– BTS Group AB (publ)**, världens ledande konsult- och utbildningsföretag inom området affärssimuleringar har tillsammans med sina norska partners Saga Corporate Advisors och Dinamo Consulting blivit anlitade av Coop Norge för att utveckla och leverera "Kultur- och Ledarskapsprogrammet".

Programmet som består av 4 moduler som levereras under tio dagar, fokuserar på företagsledning utifrån en värderingsbaserad företagskultur. Programmen kommer att levereras under perioden 2008 – 2009 där målgruppen är 84 toppchefer inom Coop Norge. Affären är värd SEK 2 miljoner för BTS.

"Vi är stolta över att ytterligare ett stort norskt företag har valt BTS för ett strategiskt viktigt program. Detta befäster vår position på den norska marknaden och vi har därför valt att öppna ett lokalt kontor i Oslo", säger Jonas Stalder, chef BTS Norge

BTS Group arbetar till stor del med stora internationella företag, några exempel på företag där BTS har arbetat med strategiska initiativ är: Coca-Cola, Weyerhaeuser, General Motors, Vodafone, Boeing, Telstra, Adobe, Hewlett Packard, Cisco, DHL, Honda, Toyota, Gap, SonyEricsson, Nokia, Scania och Sony.

#### **För mer information, kontakta:**

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#### **About Coop Norway**

Coop is the only retail trade that is owned by the consumers. One million members in Norway have a share each in their local cooperative society and receive their share of the profit. Today, as a hundred years ago, the members can use their vote to affect Coop's operations. Coop consists of several hundred cooperative societies with more than a thousand stores combined, and one in four shopping bags is one from of our convenience stores.

For more information about Coop, please visit [www.coop.no](http://www.coop.no)

#### **About Saga Corporate Advisors**

Saga Corporate Advisors is a team of experienced leaders working as advisors for company boards and managements.

We work closely with our principals and focus on creating value in the organisation in close collaboration with the company's owners and management.

For more information about Coop, please visit [www.sagacorporate.no](http://www.sagacorporate.no)

### **About Dinamo Consulting AS**

Dinamo Consulting consists of physiologists with long experience of leader and leadership development, team development, coaching, and organisational development. Development initiatives are planned and delivered together with the customer, so that the initiatives support the customer's strategies and goals.

For more information about Coop, please visit [www.dinamo.no](http://www.dinamo.no)

### **About BTS Group AB**

BTS Group AB is the world's largest and most successful consulting and training company within the segment of business simulations.

BTS supports executive management in corporate change processes and the implementation of new strategies with the objective of creating a more successful and profitable company. BTS delivers this through real life, tailor-made business simulations.

BTS educates and trains not only executives and top managers but also entire organisations so that they understand and have the ability to analyse the key factors most important to the company in terms of supporting growth and profitability.

The projects are managed as customised business simulations delivered as e-learning solutions or as interactive seminars. In each case, individual participants working as teams are given the opportunity to create their own experiences and instantly see the result of their efforts by working in a simulated environment where real-life corporate data and conditions apply.

All of this creates a highly efficient education process where business strategies and objectives are transformed into action, which in turn leads to a higher awareness of day-to-day business decisions affecting corporate profitability and success. The overall result is measurable and sustainable profit improvements.

BTS customers are often leading global corporations. Currently the BTS customer list includes more than 25 of the world's 100 largest companies. During 2006 BTS had a turnover of SEK 379.1 million and a result after tax of SEK 38.6 million. Today BTS has approximately 200 employees in Sweden, Finland, Norway, UK, Spain, Belgium, Holland, Switzerland, US, Australia, China and South Africa.

BTS is a publicly company on the Swedish Stock Exchange and trades under the symbol BTS B

For more information on BTS go to [www.bts.com](http://www.bts.com)