

P R E S S R E L E A S E

Tuesday June 22, 2010

BTS Group signs SEK 3.5 million agreement with a Leading Multinational Pharmaceutical Company in China

Stockholm, Sweden and Shanghai, China – BTS Group AB (publ), the global leader in accelerating strategic alignment and execution has been selected to transform the marketing organization of a leading multinational pharmaceutical company in China from an “operational-driven” organization to a “strategic-driven” organization to support their continued growth.

BTS will develop a series of programs to support the execution of a marketing planning process in central and local marketing in China. As part of this new initiative BTS will develop and deliver a three-day, integrated, group-learning experience targeted at the marketer population built upon a self-discovery platform. An estimated 150 marketing executives and managers will experience this first phase of an intense transformation process. The objective is to understand their client's business, and align participants in terms of marketing concepts and common language to enhance the coordination between central & local marketers as well as the marketing and sales functions.

The marketing excellence project provides a wide range of learning components, including:

- Integration with client-specific business planning process and strategy
- Programs fully tailored to the environment in China
- Use of simulation-based learning shortens adult learning cycle in a real-life risk-free environment
- Involve both managers and participants before and after workshops to align training with development and action plans

“This project is strategic to BTS in the Asian region as it is the first full contract negotiated and signed by our Chinese organization.” Says MR. Henrik Ekelund, President and CEO BTS Group AB.

“This important inroad to the growing demand in this interesting market will interest other local organizations to understand how powerful BTS offerings are.”

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About BTS Group AB

BTS partners with leading companies to accelerate strategy alignment and execution, innovating how organizations learn, grow and improve. BTS is the world leader in customized business simulations and discovery-based learning solutions that enable leading corporations to grow and become successful through change and improvement processes.

BTS adds value to its clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales Force Transformation. BTS also has strong capabilities in Operational Excellence & Project Management and offer an innovative Engage for Change process.

BTS has more than 250 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 25 of the Global Fortune 100 largest corporations in the world. In 2009 BTS revenues was SEK 595 million. Recent selected BTS clients include AT&T, Ericsson, Kimberly-Clark, Nokia, Sony, Toyota, Unilever and Xerox.

BTS serves its clients from Stockholm, Oslo, Helsinki, Brussels, London, Madrid, Bilbao, New York, Stamford, Philadelphia, Scottsdale, San Francisco, Chicago, Mexico City, Johannesburg, Sydney, Melbourne, Singapore, Bangkok, Seoul, Shanghai, Taipei and Tokyo.

BTS is a public company listed on the NASDAQ-OMX Stockholm and trades under the symbol BTS B.

For more information please visit www.bts.com.