

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

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BTS Signs an Agreement worth SEK 1.2 million with Leading North American Financial Institution

Stockholm, Sweden and New York, NY – [BTS Group AB \(publ.\)](#), the global leader in accelerating [strategic alignment](#) and execution is proud to announce that it has signed an agreement with one of the largest financial institutions in the world. The initial set up phase of the agreement is valued at SEK 1.2 million.

“We are proud that one of the world’s leading financial institutions has trusted BTS with such an important and wide-reaching initiative,” says Henrik Ekelund, President and CEO of BTS Group AB. “front-line leadership is a core value to our client. The clients choice to partner with BTS was based on BTS’s proven ability to help large organizations effectively execute strategy, we understand our clients commitment to leadership and our client understands BTS’s commitment to delivering business results”.

The objective of the initiative is to develop the company’s 1,200 frontline leaders. The main objective is to expand their understanding and skills related to [front-line leadership](#) effectiveness, and the role leadership plays in impacting the company’s performance and results. The program will be rolled out to 500 mid-level leaders in its initial deployment commencing in 2011 and then to 700 frontline leaders. The integrated Front Line Leadership program which will cover all regions in the company’s North American footprint.

This highly innovative and carefully conceived program spans two to six months per leader and provides a wide range of components, including initial assessments, online communities, online coursework, and immersive scenario and [business simulations](#). The program incorporates BTS' Advantage Way(TM) process, which engages senior leaders in a way that creates a strong "line of sight" from each learner to their organization's goals and strategic priorities. The BTS methodology begins with impact mapping, which closely aligns the learning initiative to corporate goals and works backwards to determine the critical behaviours and skills required by employees. The process culminates with built-in mechanisms that capture outcomes, ROI and anecdotal success cases for replication across the firm.

For more information, please contact:

Thomas Ahlerup

Senior Vice President

Investor and Corporate Communications

BTS Group AB

Phone +46-8-5870 7002

Mobile +46-768 966 300

E-mail thomas.ahlerup@bts.com

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.