

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

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BTS Signs an Agreement worth more than SEK 5.5 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 a new agreement with a leading financial institution. This agreement follows successful completion of the customization and pilot phases announced last year. The initial roll-out phase of the agreement targeted toward the company's middle management is valued at approximately SEK 5.5 million.

"We are proud that one of the world's leading financial institutions has decided to further invest with BTS in the development of its leaders," says Henrik Ekelund, President and CEO of BTS Group AB. "this initiative represents a well thought out and innovative learning path that leverages a blended mix of solutions e.g. connected and virtual solutions that are intend not only to build leadership but also drive business results".

The objective of the initiative is to develop the company's 1,200 mid and first-level leaders. The main focus of the project is to expand their understanding and skills related to leadership effectiveness, and the role leadership plays in impacting the company's performance and results. This agreement covers the program rolled out to 500 mid-level leaders commencing in early 2011. The client expects to commence the development of 700 frontline leaders commencing during the second half of 2011, where it will cover all regions of the company's North American business.

This highly innovative and carefully conceived program spans two to four months per leader and provides a wide range of components, including initial assessments, online communities, online coursework, and highly engaging classroom based engage maps and scenario simulations. The program also incorporates The BTS Advantage Way(TM) process.

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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 approximately 300 highly talented employees serving more than 400 clients including 40 of the US Fortune 100 companies and 27 of the Global Fortune 100 largest corporations in the world. In 2010 BTS revenues was SEK 694 million. Recent selected BTS clients include AT&T, Ericsson, Rio Tinto, BBVA, Standard Chartered Bank, Kimberly-Clark, Sony, Unilever.

BTS serves its clients from Stockholm, Helsinki, Amsterdam, Brussels, London, Madrid, Bilbao, New York, Stamford, Philadelphia, Scottsdale, Los Angeles, San Francisco, Chicago, Mexico City, Sao Paolo, 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.

About The BTS Advantage Way(TM)

This highly innovative process engages senior leaders to create 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